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MAD

"You know the world's in trouble when it takes 2,000 laws to enforce the Ten Commandments!"

— Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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FRONT COVER ARTIST: RICHARD WILLIAMS

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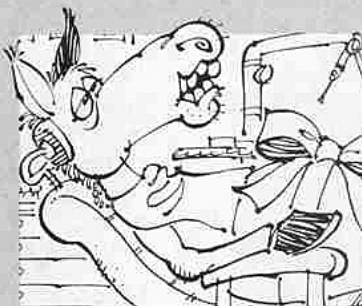
SURGEON GENERAL'S WARNING: Reading MAD may be hazardous to individuals who have recently had gall bladder operations.

VITAL FEATURES

'BIGGIE'
(A MAD
MOVIE
SATIRE)
Pg. 4



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RE-EXAMINES
SOME
WISE OLD
SAYINGS**
Pg. 10



**CAREERS FOR
ATHLETES
PAST
THEIR
PRIME**
Pg. 12



**"NUMBING TO
AMERICA"**
(ANOTHER MAD
MOVIE SATIRE)
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**THE MAD
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GUIDE TO A
SHOPPING MALL
AT CHRISTMAS**
Pg. 24



**"WHO DEFAMED
ROBBIE RABBIT?"**
(YET ANOTHER
MAD MOVIE
SATIRE)
Pg. 43



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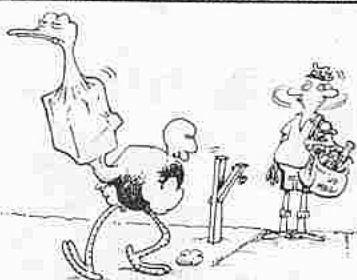
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LETTERS AND TOMATOES DEPT.



"STAR BLECCH"

As an avid reader of MAD, I must protest the constant use of my name in your "Star Trek" spoofs. I put up with it in issues #251 and #271, but "Star Blech: The Next Degradation" in #282 was the straw that broke the camel's back! I think you brought the old "Star Blech" crew back into the satire just to spite me.

I am not and never have been a member of Star Fleet. I deny that I go on long trips with pointy-eared aliens or doctors named "Bones." I request that you stop aiding these false rumors before I am forced to take more drastic measures.

James Quirk
Lynbrook, NY

James, we're sorry and we regret the mix-up. We promise it won't happen again. —Ed.
P.S.: Give our best to Scotty and Uhura!

WHAT GALL!

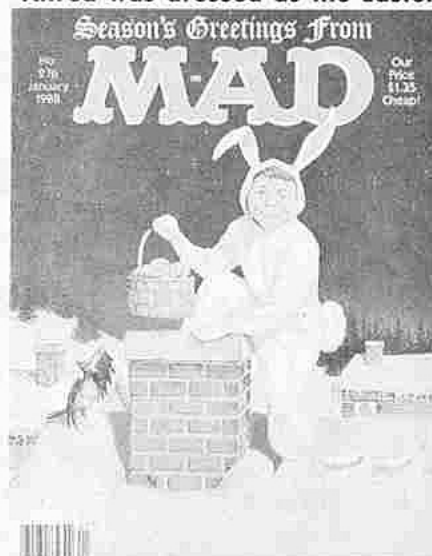
I am now 44-years-old and have been reading MAD for over 25 years. I just had my gall bladder removed and in an effort to cheer me up, my mother brought me the MAD Gross-Outs Super Special. It left me laughing so hard that I nearly opened my incision. There is no notice by the Surgeon General on your magazine warning of this type of problem!

Mark Werther
Radnor, PA

After reading MAD for over 25 years, how could you miss the warning we print on our contents page? See for yourself! —Ed.

SNOW LAUGHING MATTER

In Brazil, it hardly ever snows in December. So when the Brazilian edition of MAD printed our "Seasons Greetings" cover, they engaged in some South American "snow removal" first. Oddly, the fact that Alfred was dressed as the Easter Bunny didn't bother them at all!



Snowy U.S. MAD #276

ON THE CAMPAIGN TRAIL

The other night we were attending a party and sure enough, Alfred was there acting like a typical politician — kissing hands and shaking babies!

John Vollick
Scott Hoover
Somewhere, USA



Alfred: He brought down George Bush, but not Paula Parkinson!

"ALF'S CAT COOKBOOK"

I don't mean to be catty, but how disgusting to read "Alf's Celebrity Cat Cookbook" recipes. Why can't he be civilized and stick to cows, pigs, sheep, chickens, turkeys, ducks, fish and other creatures that "normal" people eat?

Richard H. Schwartz, Ph.D.
Author of *Judaism and Vegetarianism*
Staton Island, NY

Don't get us wrong, all of us here at MAD are in favor of vegetables. In fact, we occasionally print a letter from one! —Ed.

I found Alf's "Cookbook" very disgusting. I filled up five paper bags with vomit in two minutes. Maybe if you use your sick imagination, pretty soon I could go to the record book for most bags filled in the least amount of time.

Jane Dension
Cornish, ME

Five bags in two minutes? Wow! Okay readers, here's a real quizzler: If X equals the number of paper bags Jason can fill in an hour and Jason is 18 years old, how many paper bags will he fill by age 63 (allowing two weeks vacation and four sick days per year)? Neatness counts! —Ed.



Unsnowy Brazilian MAD #37

THE MAD BULLETIN BOARD



For some reason, people send their photographs to us. We don't know why, but they do. Some claim to resemble Alfred E. Neuman. Others want a spot in William Gaines's will. Many are just vain, egotistical, narcissistic fools! Whatever the motive, when we get a photo, we hang it on the MAD bulletin board. Pictured above is a small section of that board. We thank the people who have sent us their pictures over the years, but what we appreciate most is the fact that no one has ever sent us a photo of Roy Cohn!

OLDEST READER?

The picture enclosed is of my mother Edith Lurie and her great-grandson Casey Lurie, who introduced her to MAD. As you can see, she neglected her usual detective mystery novels and took to your magazine. This December, we'll be celebrating her 92nd birthday. She might well be your oldest subscriber!

Toby Lurie
San Francisco, CA

Thanks for writing, but the truth is our oldest subscriber is Joan Collins! - Ed.



91-year-old Edith and great-grandson Casey. Can you tell who's who?

"SOUND" DEFECTS

Great job on "A Beginner's Guide to Cartoon Sound Effects" (MAD #282). But, as usual, you left one out:



...An average person reading an issue of MAD!

Mike Amato
Newton, NJ

MORON MAIL

Hey, isn't it about time Alfred E. Neuman gets a haircut?

Jeremy Hanscom
Floral, AL

Hey, isn't it about time Jeremy Hanscom realized no one cares about his thoughts or opinions? Thanks for writing! - Ed.



MAD MINUTES UPDATE

MAD Minutes are popular from New York to Hawaii! Unfortunately, they aren't popular anywhere in between! The creation of long-time MAD writer Dick DeBartolo, MAD Minutes are allegedly humorous and sometimes funny interviews, fake commercials, weather reports and more! They are provided free to any radio station stupid enough to air them! For a sample cassette, send a note on radio station stationery to: Dick's MAD Minutes, 485 MADison Ave., NY, NY 10022.



Please Address All Correspondence To:
MAD, Dept. 284, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-regressed, stamped envelope!

In the past year there has been a spate of those "body exchange," "role reversal" films. One body switches with another...A father switches brains with his teenage son; a ninety-year-old trades bodies with his grandson. Thrilling concept? Come on!!! How many people really want to see Dudley Moore switch brains with Kirk Cameron? We here at MAD were hoping for one more of these body exchange films, one where a Hollywood Studio Executive switches bodies with a movie-goer and actually has to pay six bucks, sit in a theatre with sticky floors and watch the drivel his studio produced! Of course, that didn't happen. But Hollywood *did* make yet another body exchange film and, for some unexplainable reason, it was a huge hit! In fact, at the box office this summer, it was a real...

biggie

ARTIST: MORT DRUCKER
WRITER: ARNIE KOGEN

Hi, my name is Gosh Boshkin! I'm a twelve-year-old suburban kid! I like computers, bikes, video games, stick-ball and walkie-talkies. I have a perfect life! I also live in New Jersey! Well, okay...almost perfect!

I'm Bilkly Gunzenhauser! I'm Gosh's best pal! We play ball together! Rap on the walkie-talkie together! Sing "Shimmy Shimmy Ko-Ko-Baa" together! And together we do the most disgusting things with food since *Animal House*!

We also gawk at girls together! We think they may be useful someday! But we're not quite sure for what!

Look, there's Sintease! What a knockout! I think she likes you!

Neat! I have a fantasy that I get her alone in my bunk bed and short-sheet the bed!

Is that all? You mean there's more?



Sorry, kid! I can't let you on! You aren't big enough!

You're kidding! For a "Teacup Ride"?

Hey, read the sign! You must be at least this big to get on!

This is embarrassing! Especially in front of a girl I've got the hots for! Since when is there a minimum height requirement?

Don't take it personally! I just turned away bigger stars of smaller stature than you!

Gee, I can have any wish I want! Let's see... I can wish for world peace but that's not gonna make for a hysterically funny movie! Okay...I wish that I were BIG!



Hmm! Those are the hairiest twelve-year-old legs I've ever seen! Wait... Oh my God! Suddenly I have the body of Tom Hanks! Oh well, at least it's not the body of John Candy! Or even worse, the body of Lily Tomlin!!!

Gosh, you're late! Stop dawdling! What are you doing up there?

Just making a "parts check," Mom!

IF YOU COULD BE **BIG** TOMORROW, WOULD YOU MISS YOUR CHILDHOOD?

WHAT'S TO MISS?

Mom, it's me!

It's me, Gosh! Remember how you told me if I ate my greens I'd grow? Well...it worked!

But I want my son!

I am your son!

Yeah, right! And I'm Glenn Close!

You?! You're a stranger!



Bilky, it's me! Your best pal, Gosh Boshkin!

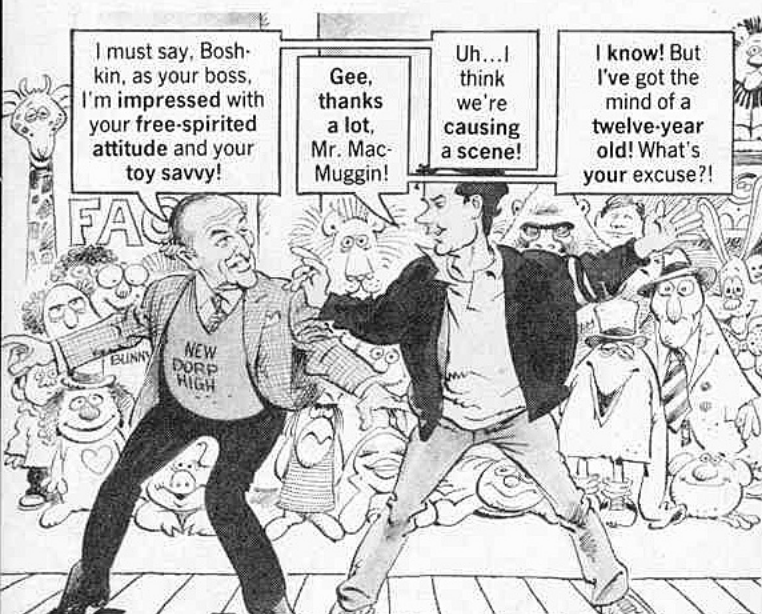
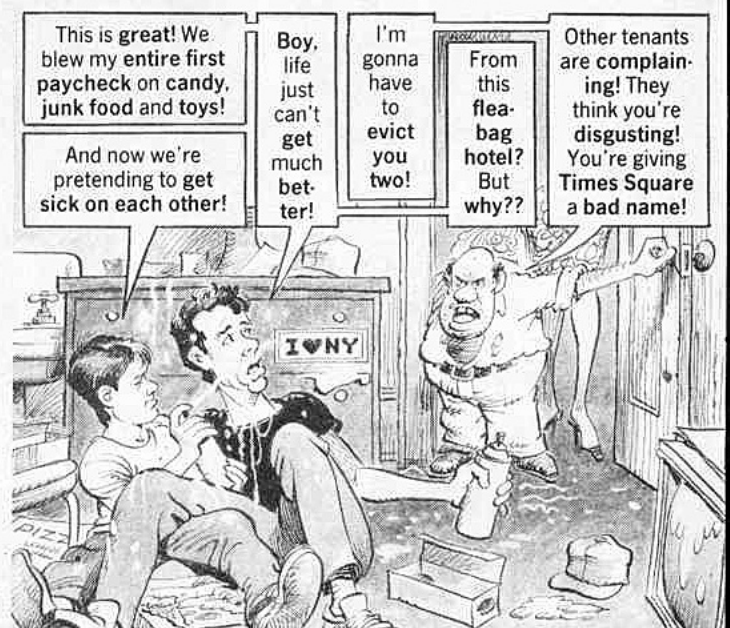
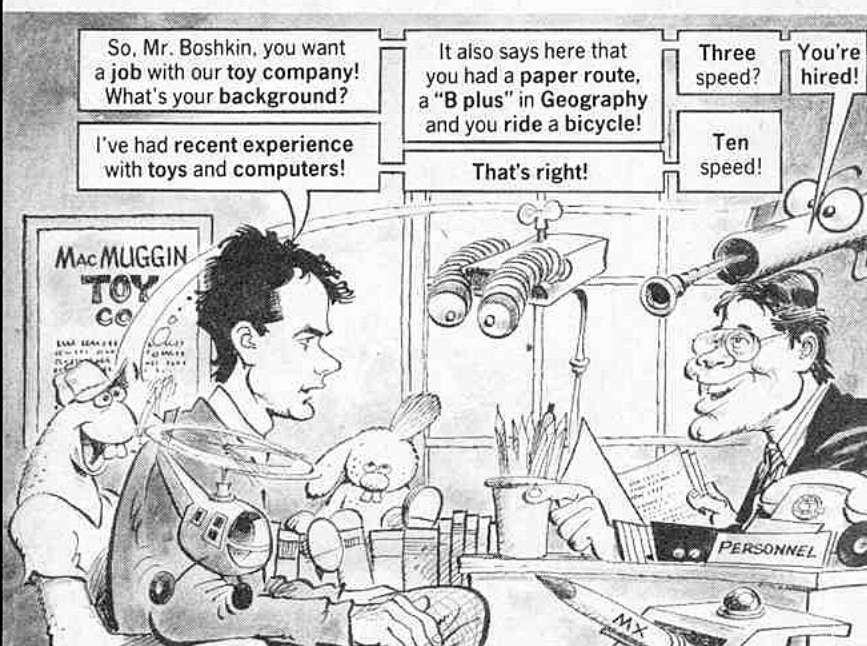
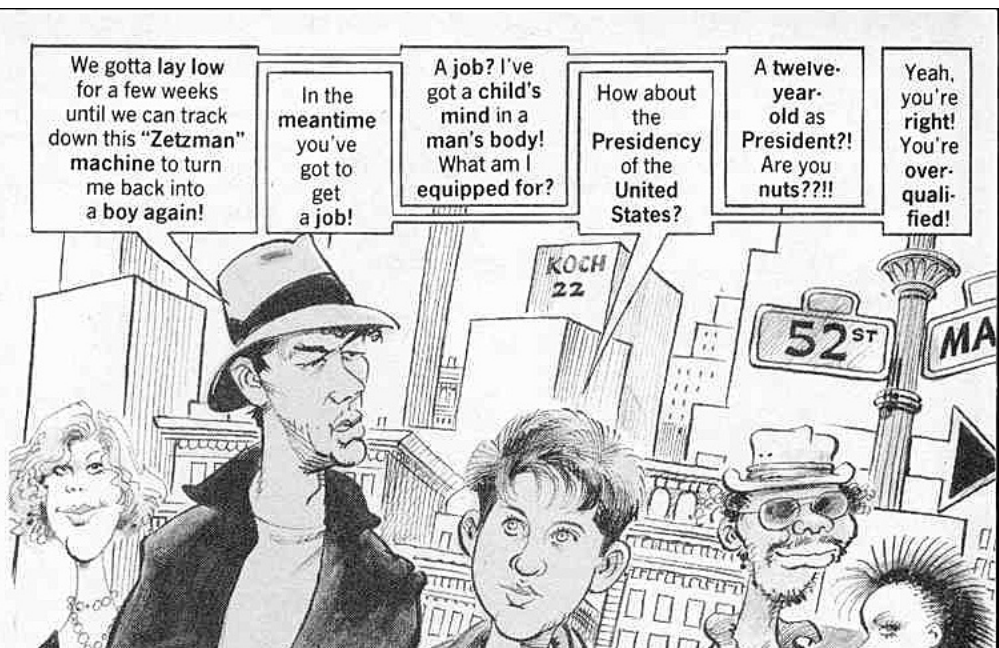
Then prove it! Do our secret rap song!

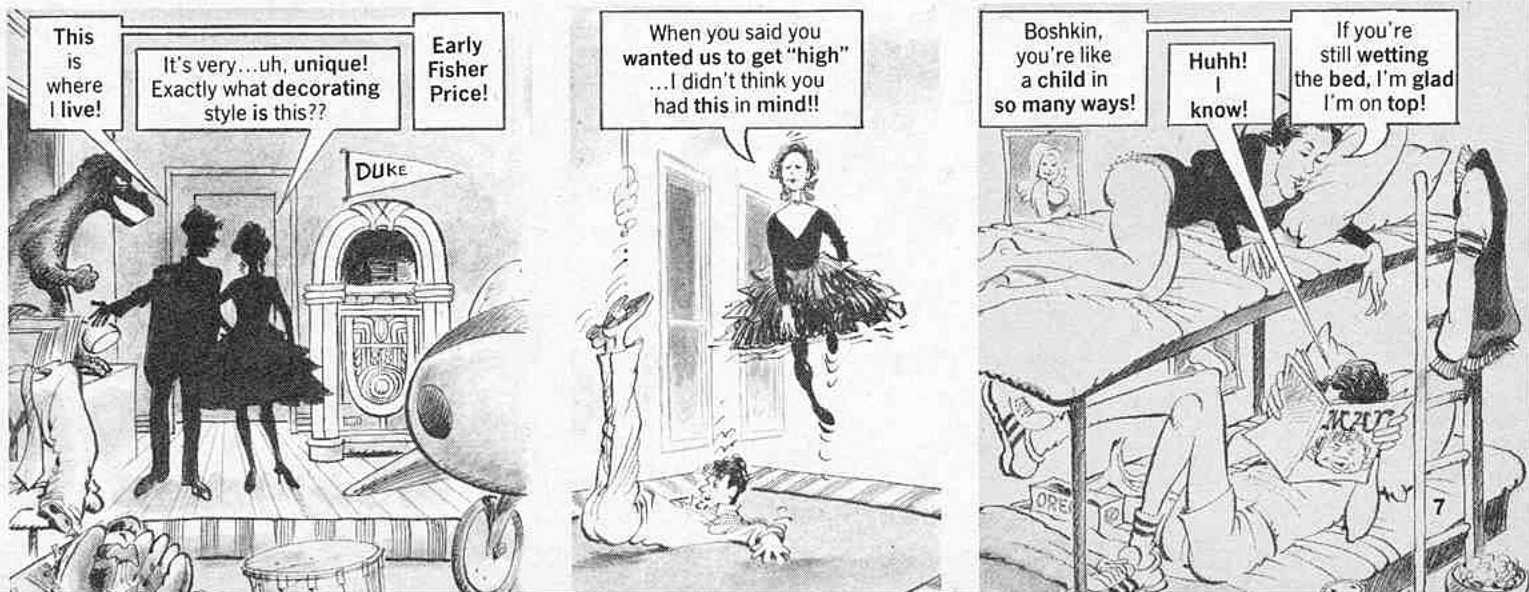
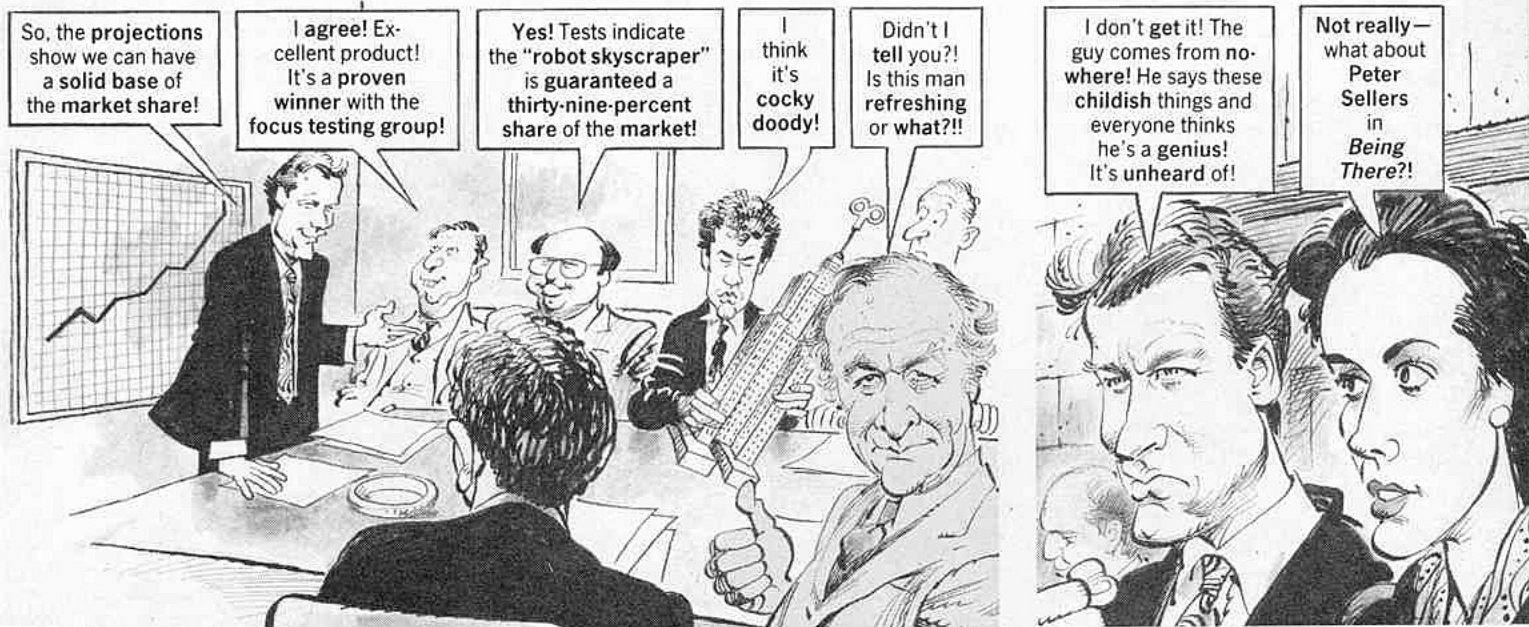
*I'm hot! You're not!
Shimmy Shimmy Ko-ko-baa!
Melted tuna down;
Bruce Lee!
Spitting up toothpaste
Will set you free!*

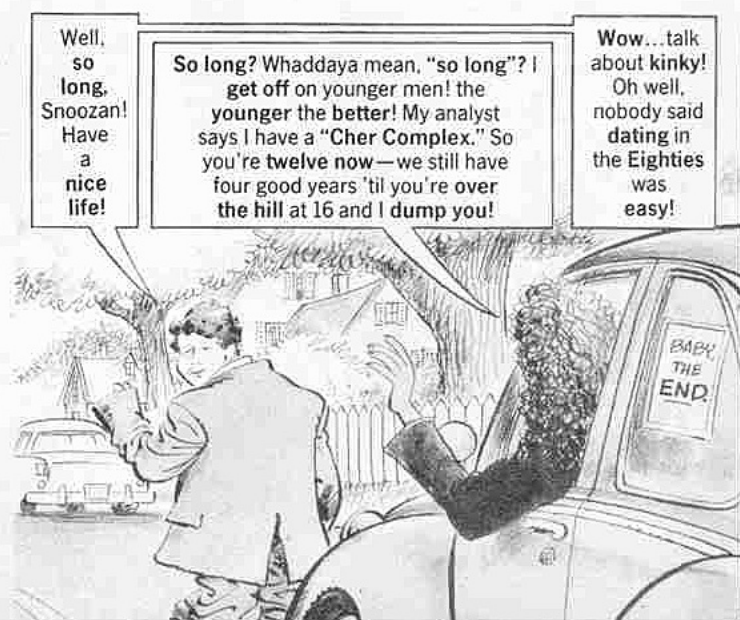
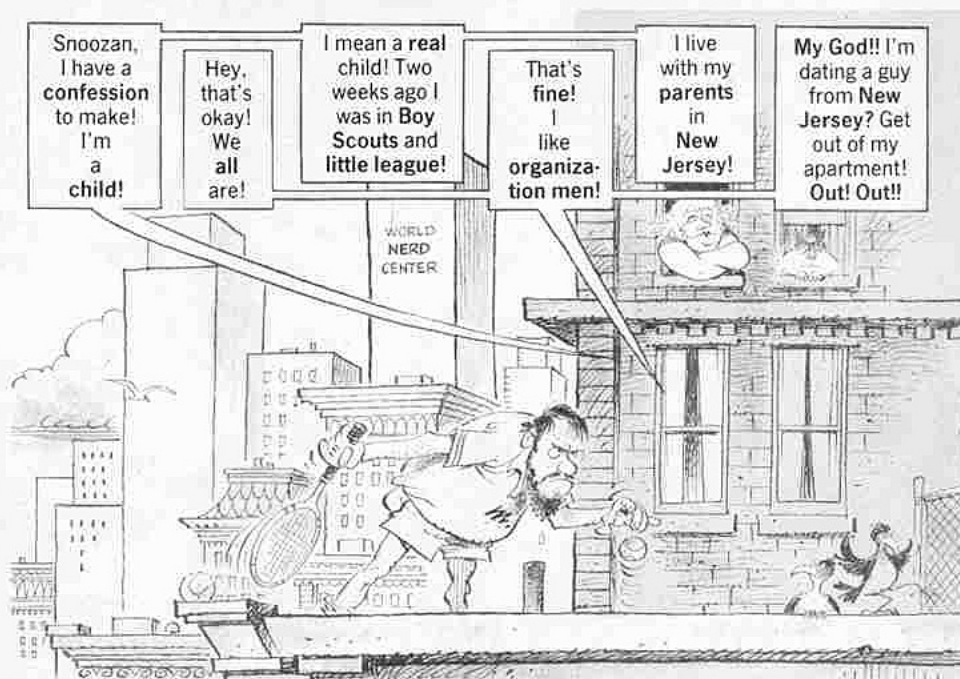
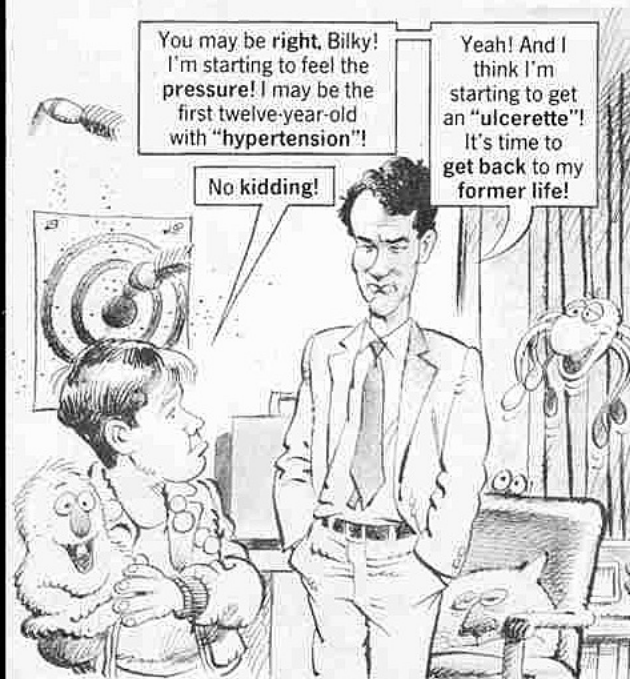
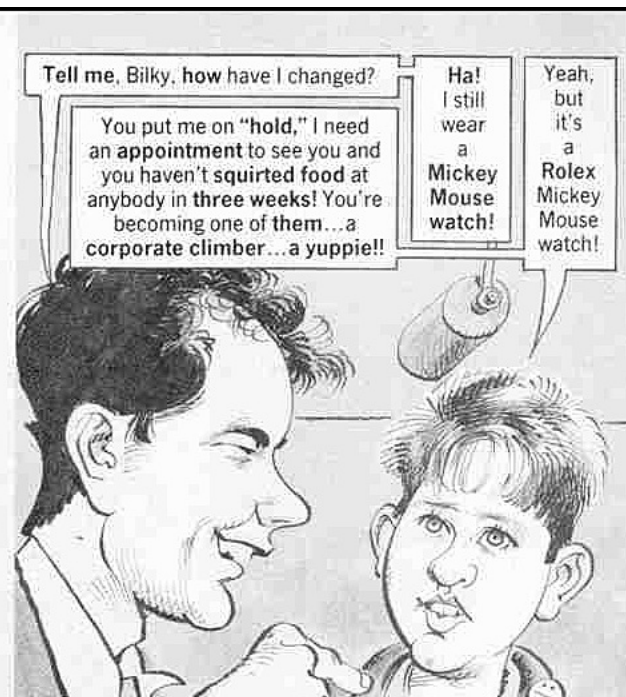
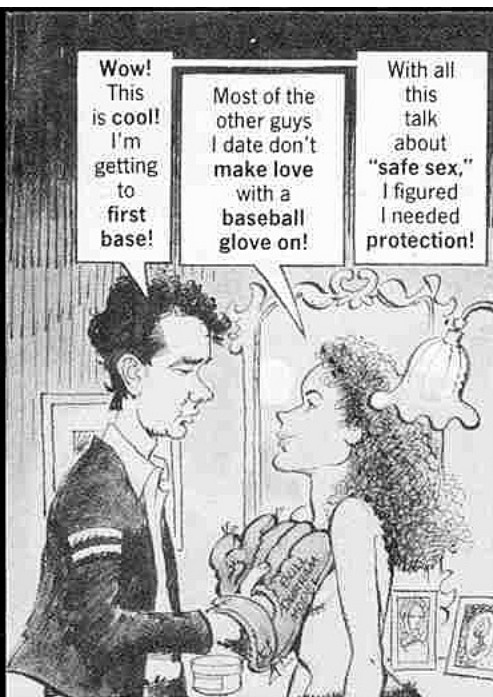
That's a relief! They changed your body but nobody's messed with your mind!



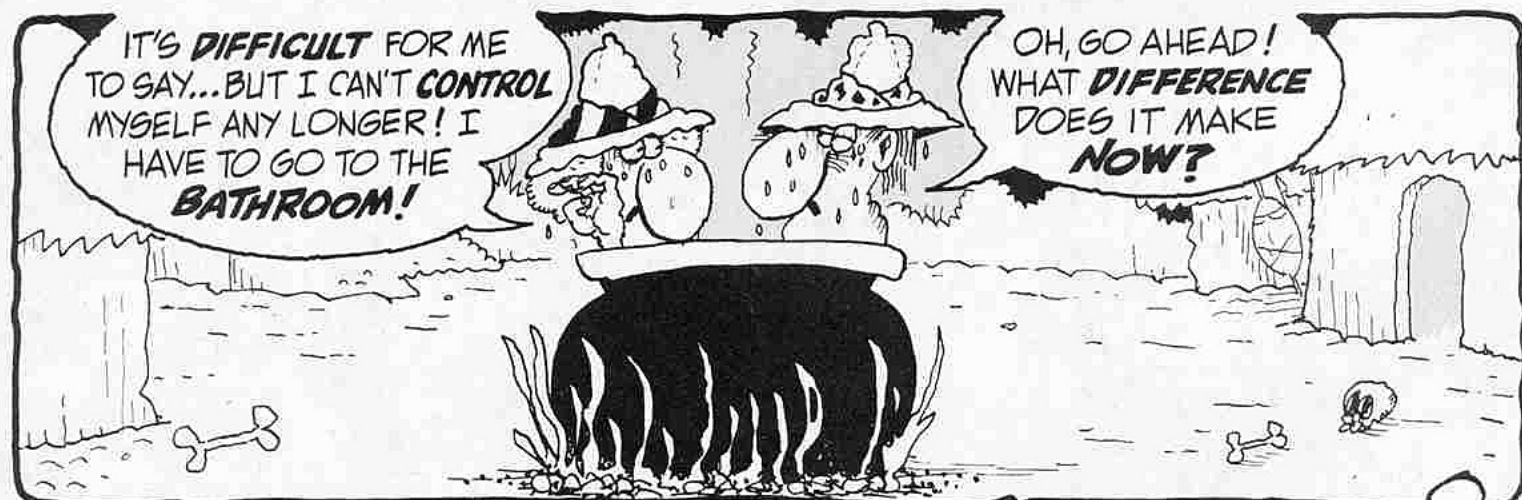
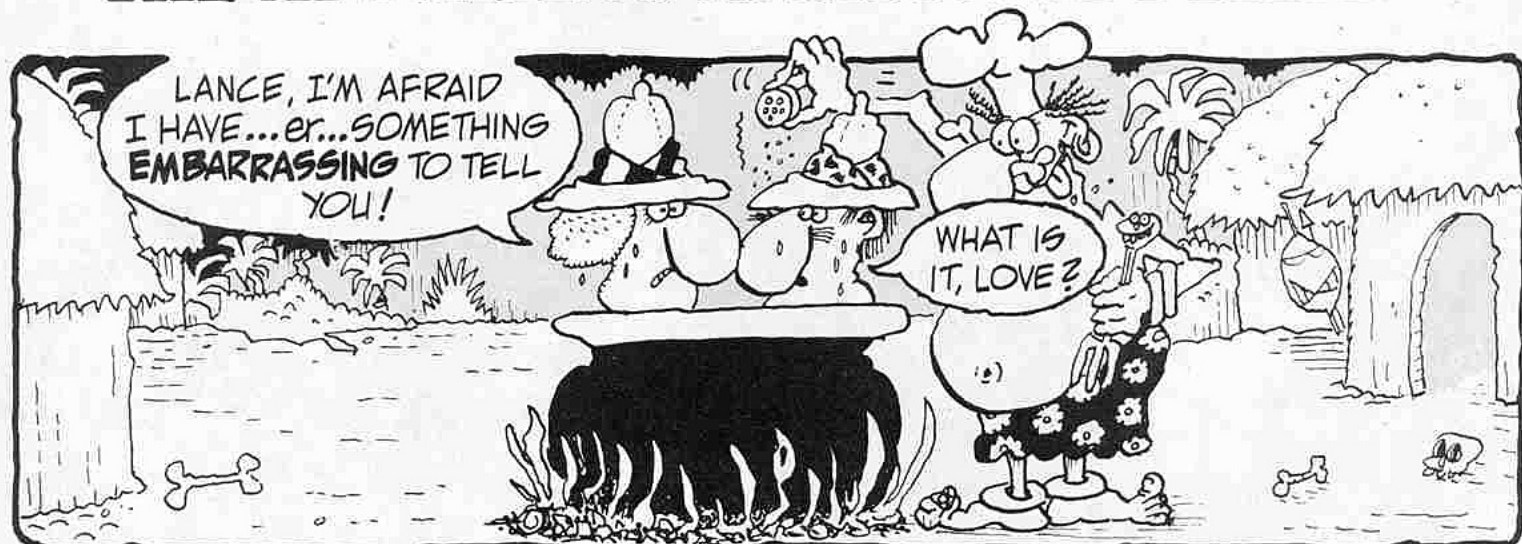
DRUCKER







THE APPALLING AMAZON APPETIZER



IT DOESN'T ADAGE UP DEPARTMENT

If you're like most people (and most people are!) you probably think all of the ancient proverbs and adages that have been handed down from generation to generation are profound words to live by! Ah, but as the wise man once said, "YOU FOOLS!" Just because a maxim has survived for centuries doesn't necessarily mean that it's correct! On the other hand, it doesn't necessarily mean that it is incorrect either! Our point is, each one of those profound little ditties needs to be judged on its own merit, and so with that in mind...

MAD RE-EXAMINES SOME WISE OLD SAYINGS

ARTIST: PAUL COKER

WRITER: TOM KOCH

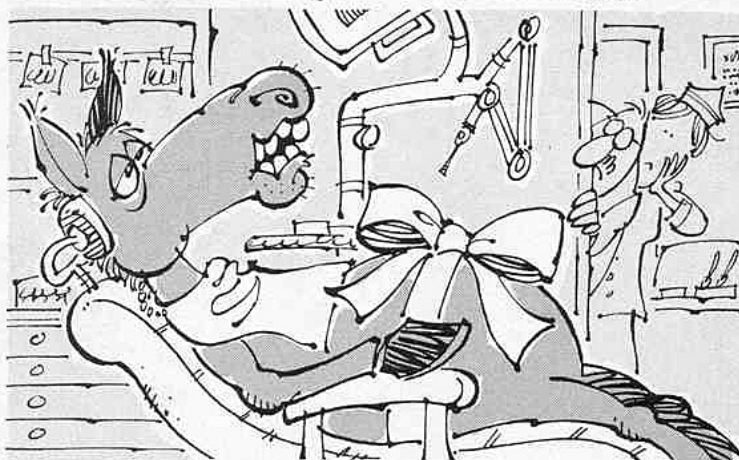


"Two heads are better than one."



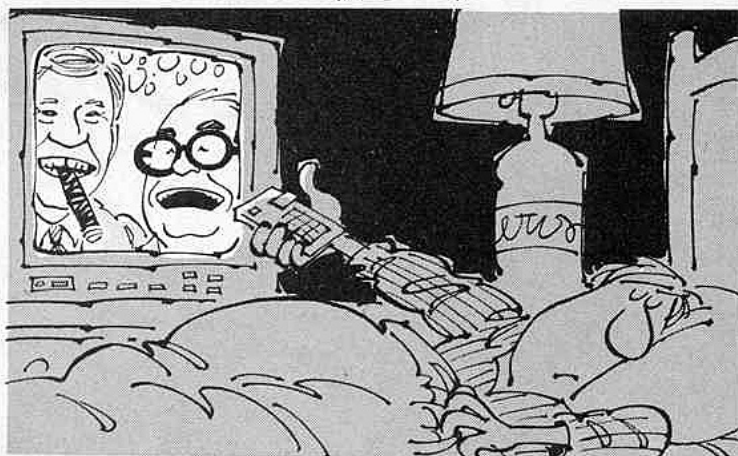
TRUE: Especially as the top drawing card at a circus sideshow while the geek is on vacation!

"Never look a gift horse in the mouth."



TRUE: At close range, it becomes sickeningly apparent that few horses brush after meals, and almost none of them ever think to use mouthwash!

"Early to bed and early to rise makes a man healthy, wealthy and wise."



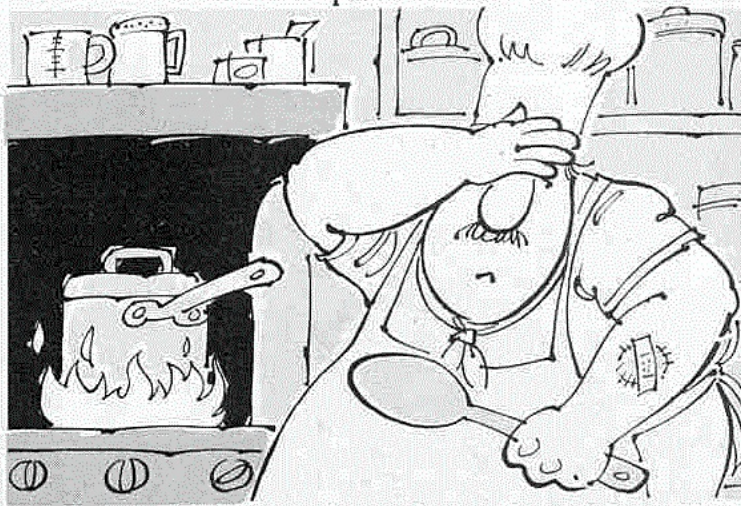
FALSE: Although, going to bed early does enable one to miss seeing Larry "Bud" Melman on the Letterman Show!

"You can't make a silk purse out of a sow's ear."



TRUE: In fact, there's nothing you can make from a sow's ear except a saddle blanket for a hamster!

"A watched pot never boils."



FALSE: This is merely a misquotation of the well known scientific fact: A watched boil never pops!

"Lightning never strikes twice in the same place."



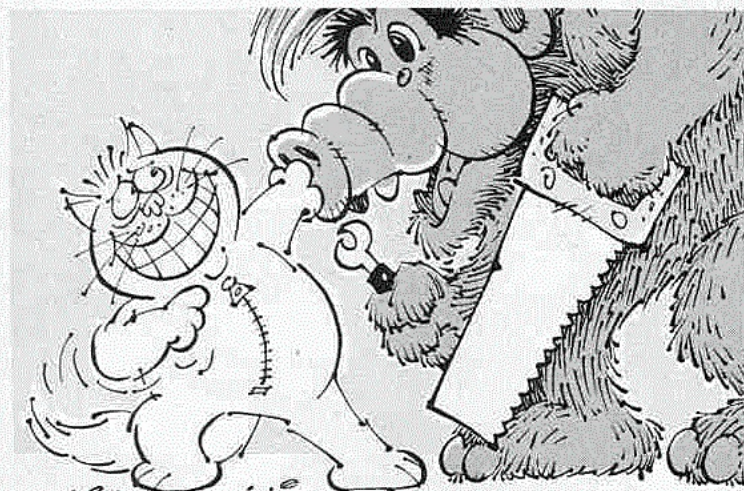
FALSE: Lightning often strikes twice in the same place, but word hasn't gotten out since no one who was standing there the first time is still alive!

"There's no fool like an old fool."



TRUE: Except in Congress, where there are several young fools who seem to have a natural knack for foolishness that normally takes years to develop!

"There's more than one way to skin a cat."



TRUE: But if you have a weak stomach, you wouldn't want to hear about the other ways!

"The baseball team that's in first place on the 4th of July always wins the pennant."



TRUE: But only in years when a players' strike causes the season to end on the 5th of July!

ENTERING THE JOCK MARKET DEPARTMENT

There isn't a jock
Who won't lose to the clock—
The toughest opponent is time!
Don't cry in your beers...
Mad suggests some

CAREERS for ATH

EX-TENNIS CHAMPS



LIFE GUARD ROUSERS

EX-WRESTLERS



TRASH COMPRESSORS

ARTIST: JACK DAVIS

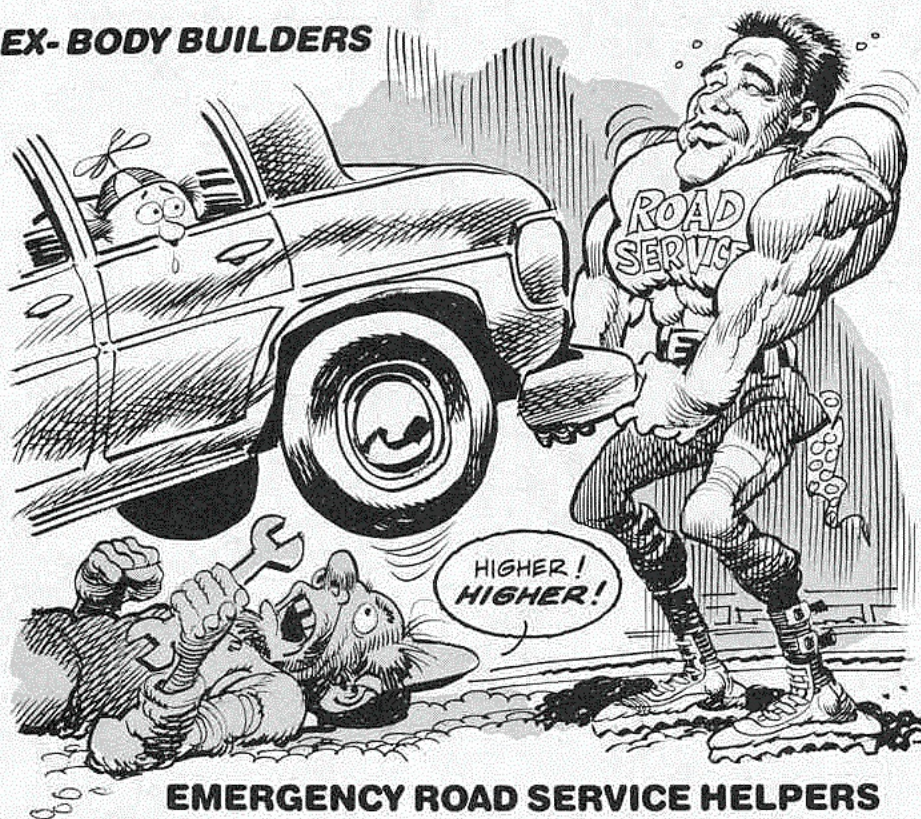
EX-INDY RACERS



SUPERMARKET SHOPPING CART ATTENDANTS

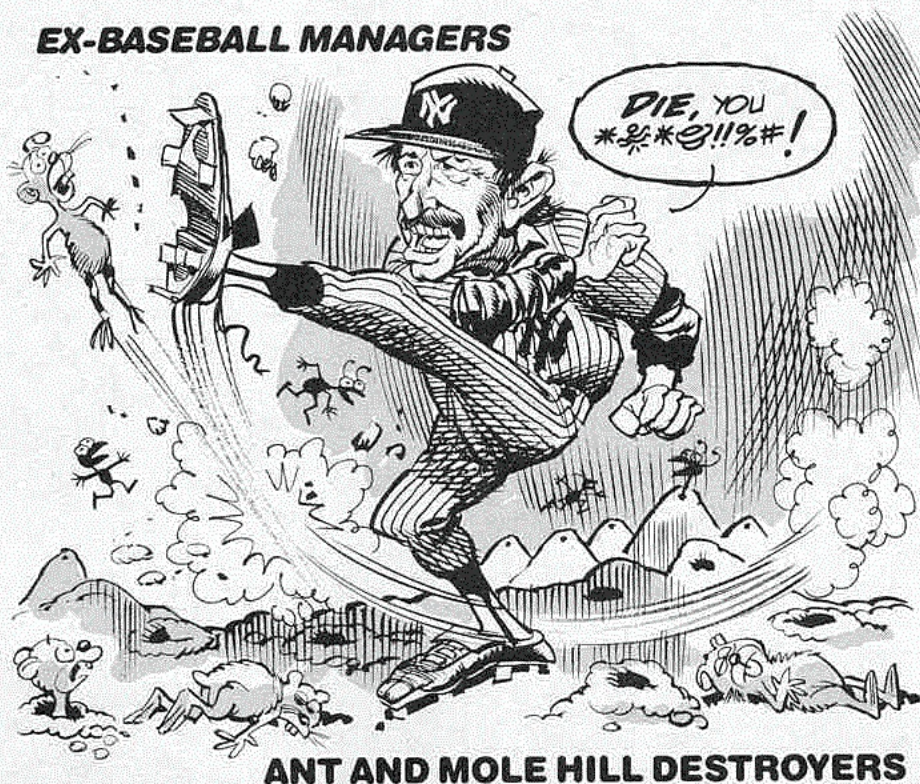
LETES PAST their PRIME

EX-BODY BUILDERS



WRITER: PAUL PETER PORGES

EX-BASEBALL MANAGERS



EX-KARATE CHAMPIONS



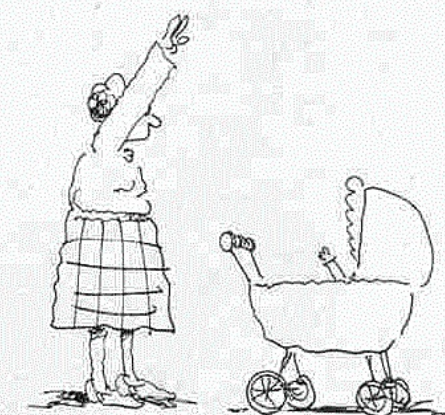
QUICK DRAW GUFFAW DEPARTMENT

There's a popular new board game out called "Pictionary"! A ripoff of TV's "Win, Lose or Draw" (which is a rip-off of the old parlor game "Charades"),

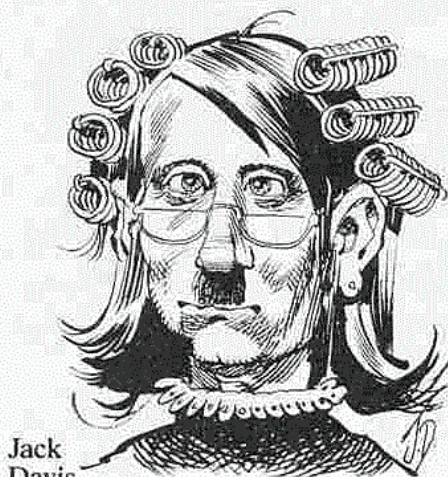
a player has 60 seconds to draw something while his teammates try to guess what it is. Anyway, we got to wondering what it would be like to play "Pictionary"

PLAY Pictionary V

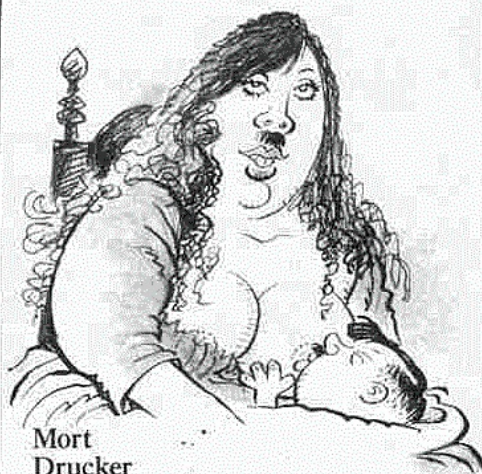
HITLER'S MOTHER



John Caldwell

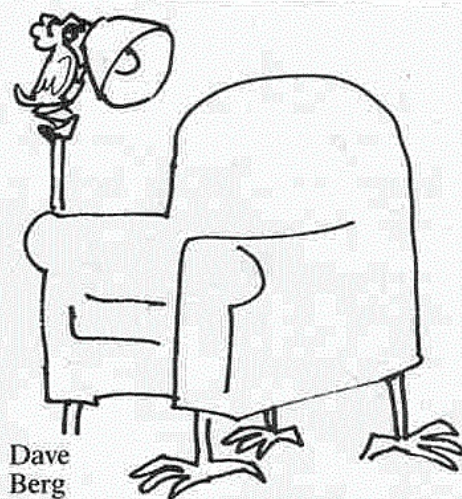


Jack Davis



Mort Drucker

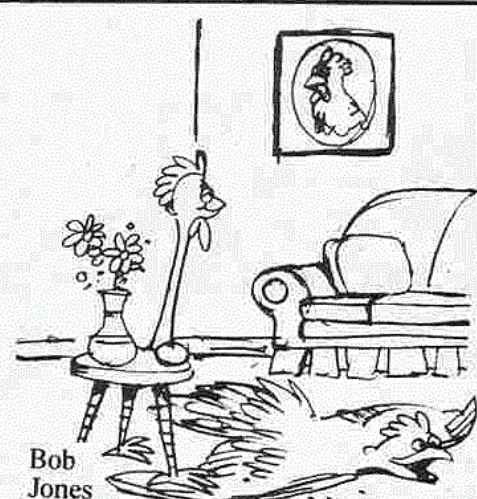
FRANK PERDUE'S LIVING ROOM



Dave Berg



Don Edwing

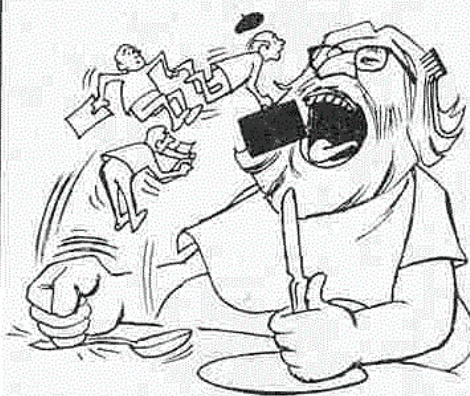


Bob Jones

GLUTTONY



Sergio Aragonés



Bob Clarke



Paul Coker

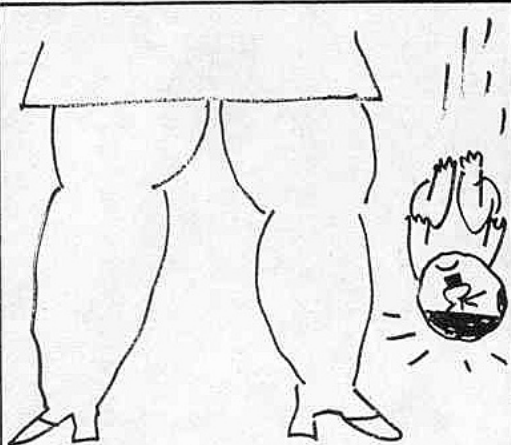
with some of MAD's so-called "artists" and see how *they* stack up against a 60-second stopwatch! Okay, so it's not such a great idea! But we're stuck with it! Here's:

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.



WITH THE MAD ARTISTS

WRITER: J. PRETE



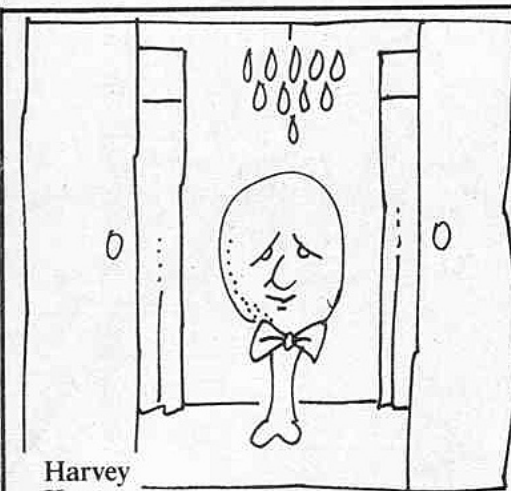
Al Jaffee



Sam Viviano



George Woodbridge



Harvey Kurtzman



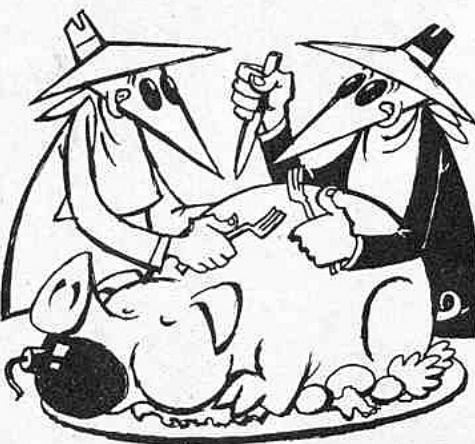
Paul P. Porges



Angelo Torres



Gerry Gersten



Antonio Prohias



Richard Williams

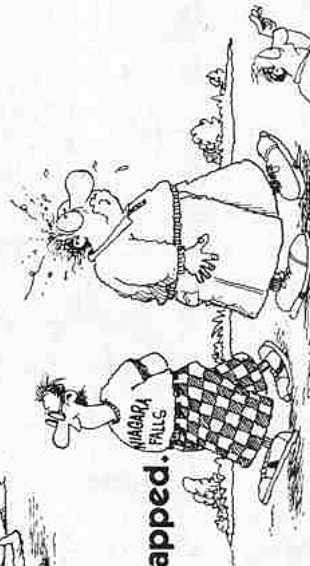
Who is the greatest threat to America today? The Soviets? The Iranians? Morning DJs? No! It's all those smiling store clerks who are always telling us to "have a nice day," even though we live in a very un-nice world! These misguided well-wishers are undermining the fabric of our lives by trying to turn every one of us into a blissed-out lump of jelly, content to vegetate our life away! Well, we at MAD think it's time to defend ourselves against this moronic urge to enjoy life by taking a cold, hard (as opposed to a moist, clammy) look at reality. Here's...

15 REASONS WHY ONLY MINDLESS IDIOTS CAN "HAVE A NICE DAY"

① Floods and droughts are the world's two leading natural disasters. One occurs if it rains; the other if it doesn't.

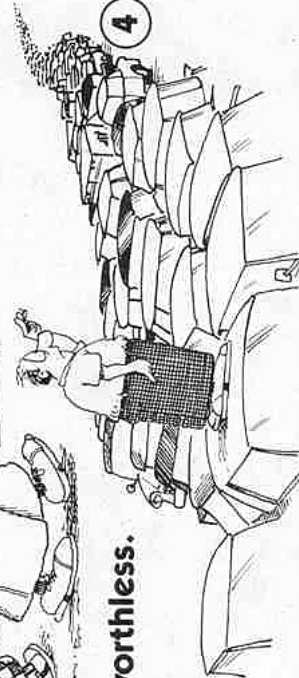


② Most convicted axe murderers were considered as normal as you are until something

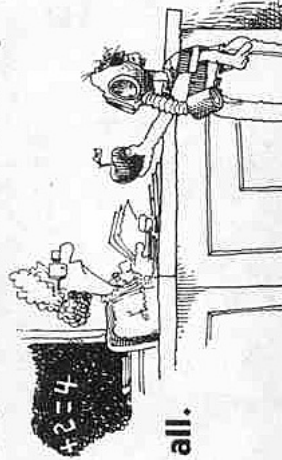


in their brains suddenly snapped. ③ By the turn of the century, nationwide gridlock will

make your Driver's Ed. training totally worthless.

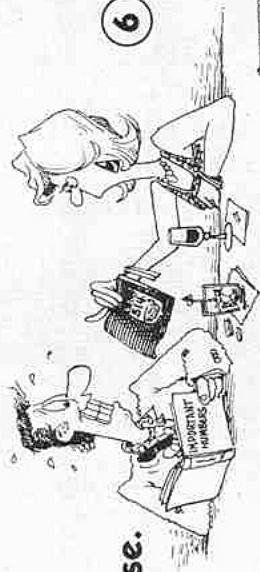


④ The only reason we don't have plagues

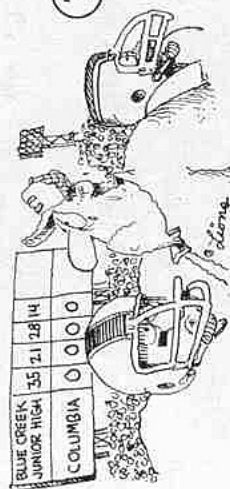


of locusts anymore is because poison chemicals sprayed on farm crops have killed them all.

5 The majority of beautiful girls hanging out at singles bars are undercover policewomen assigned to entrap weirdos like

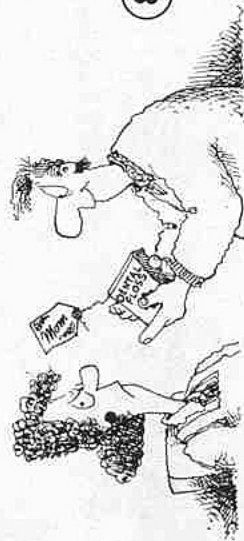


6 If Shirley MacLaine is right about reincarnation, you. The rest have some awful disease.



7 Men who spend too you could come back as the football coach at Columbia University.

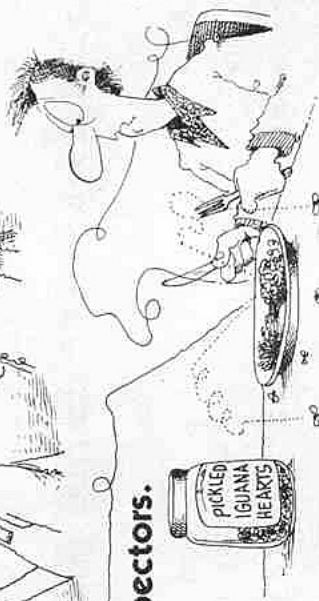
much money on Mothers Day gifts for their moms are emotionally sick — but not as sick as those who don't spend enough.



8 If you suffer less anxiety than you once did, it may be a symptom of a serious nerve



disease that has deadened your feelings.



9 Most of your favorite food delicacies are imported from countries devoid of health inspectors.

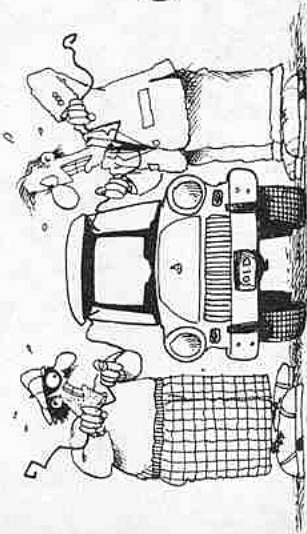


10 Science is rapidly finding ways to

kill off the only viruses that may be controlling the spread of even worse viruses...

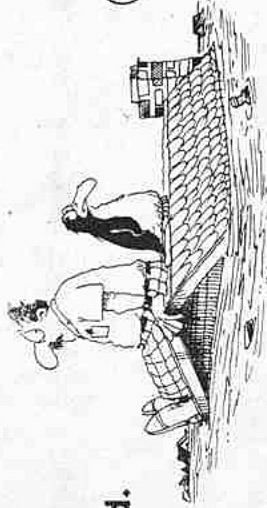


improved auto locks mean that thieves can no longer open your door with a coat hanger — and neither can you.



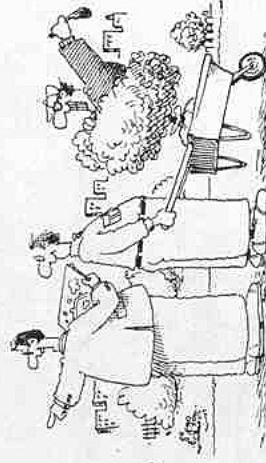
12 A warm, early Spring may be the first sign the Polar Ice Cap is melting, dooming the whole

world to a total and permanent flood.

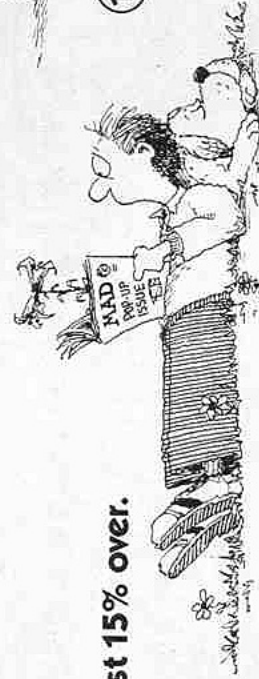


13 Programs to convert inner city slums into beautiful

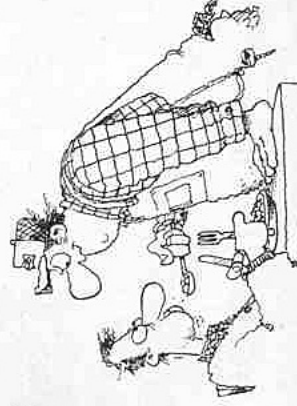
parks are most beneficial to muggers who need new areas for business expansion.



you're old enough to read this, your life is at least 15% over.



at work right now growing lima beans, spinach, okra and other vegetables that you hate.





Before this movie satire begins, I'd like to take a moment to talk to you about scientific research important to all of us movie-goers and why we must support it. Of course, I'm talking about the treatments and hopefully, the cures for the terrible diseases people contract from sitting in disgustingly filthy theaters like the one you're in now!

When the usher comes down the aisle, please contribute generously. Even though the odds are against it, let's hope some of the money he collects reaches our fund. Thank you.

THRONE FOR A LOSS DEPARTMENT

NUMBING TO AMERICA

ARTIST: SAM VIVIANO

WRITER: STAN HART



The prince wants to defy me! Why do I always have so much trouble with my sons?

But he only has one son! What is he talking about?

The poor dear! He can never forget that he was once Darth Vader!

What a life your Highness has! You never have to do anything for yourself! People wash, dress, and feed you, and care for all your needs! Who else gets treated like that?

Hospital patients in intensive care!

This picture certainly doesn't show black people in a very favorable light! Weren't there any protests?

Well, I know that my group was delighted with it! And we're really involved with race relations!

You must be with the N.A.A.C.P.!

No, the K.K.K.!

What's this movie about, anyway?

It's about a foreigner who comes to America and innocently tries to cope with our culture!

But I already saw "Crocodile Dundee." You mean it's another clichéd film about a "fish out of water"?

Actually, it only smells that way!

In this film, Eddie tried something different! He didn't want to play a character who was brash and smart-assed, he wanted to be warm and adorable!

If I wanted "warm" and "adorable," I could have hung around a pet shop and saved myself six bucks!

I'm really impressed with Eddie's social awareness!

But he portrays Africans as happy, healthy, semi-savages when, in fact, so many of them are starving! So what is it about his social awareness that impresses you?

That he doesn't have any at all!

SAM VIVIANO

Isn't this a clever way of showing our athletic ability?

You mean, the way we fight?

No! The way we're filmed! By doing long shots, nobody can tell we're not Eddie Murphy and Arsenio Hall!

Well, my son, I have chosen a suitable bride for you!

I do not want to marry! I'm not ready for it!

I understand! You need your bachelor fling! All right, we'll postpone the wedding for 30 days so you can go to New York and have all the wild, pre-marital sex you want! By the end of the month, you'll return home and marry the woman I have selected!

If he follows his father's advice, by the end of 30 days he'll also have 30 incurable diseases!



We are new to New York City! Tell me, my friend, is this a safe place?

Sure, pal, if you follow three simple rules! One: Never go out at night. Two: Go out in the daytime only if you absolutely have to. Three: If you ever do go out, run fast! Other than that, no sweat!

Lawdy, lawdy! We've done got us a new customer!

Well shut ma mouth, if dat ain't a fact!

Tell me, good sirs, do you cut hair in this establishment?

What you think we're doin' in here, boy?

Rehearsing your parts in the new "Amos and Andy Show!"



Listen, don't get mad, boobie! See? The offensive black stereotype is balanced with just as offensive a Jewish stereotype! The director's an equal opportunity offender! Besides, he's a WASP, so what does he care?

Look at that lovely creature! Those bewitching eyes, those luscious lips...

...Yes, yes... that silken hair, that sexy smile...

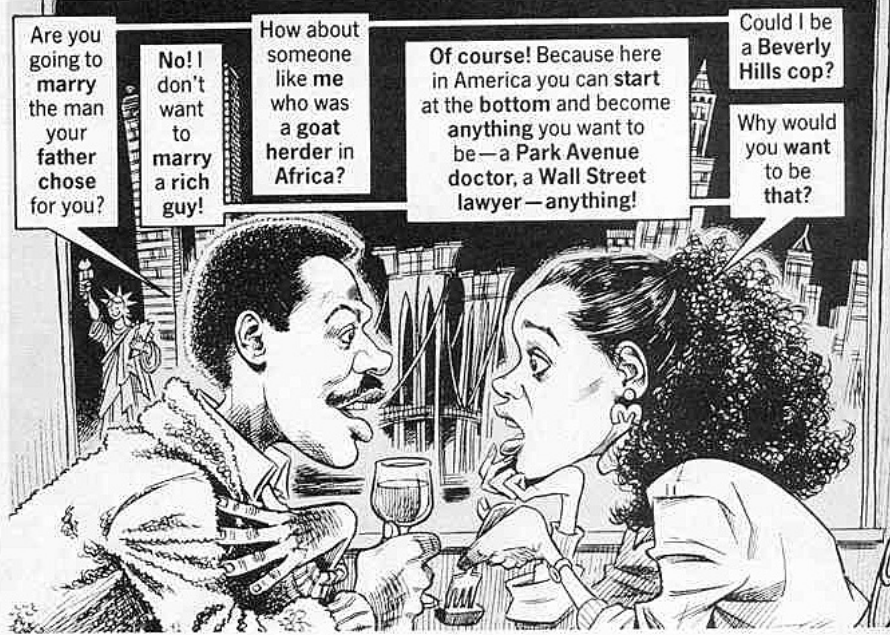
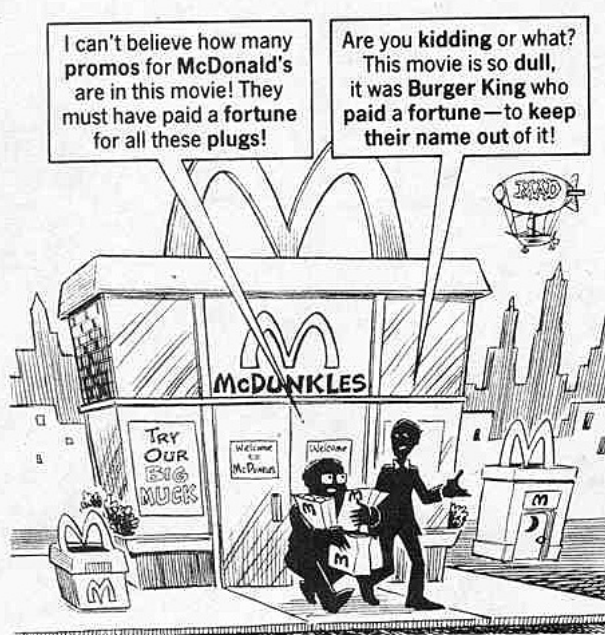
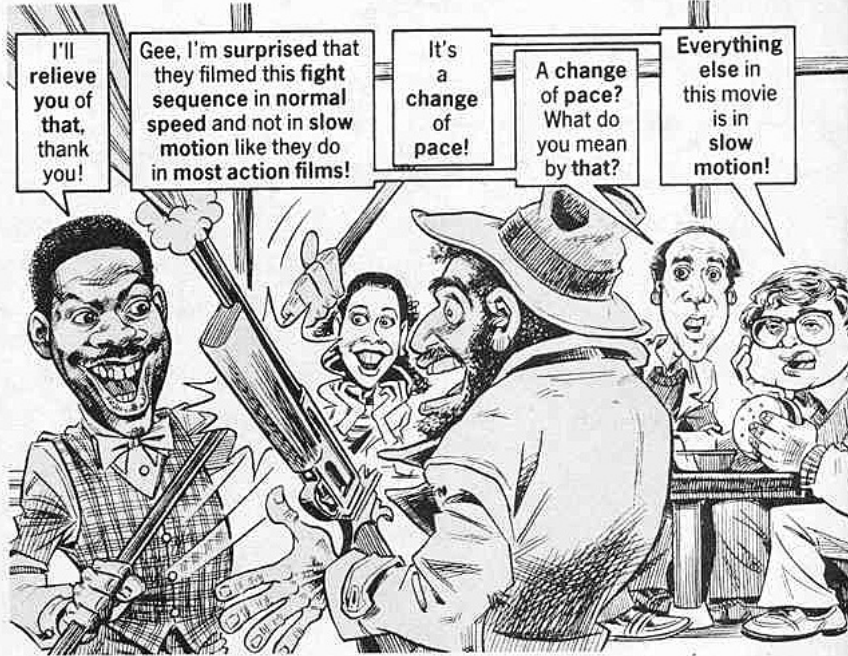
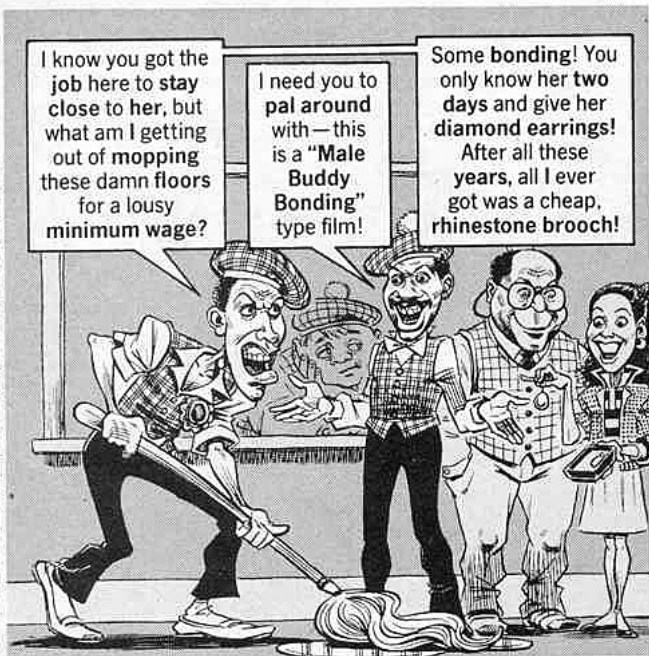
...those inviting arms, those soft hands...

...that wild bod...that great mustache...

Mustache? She doesn't have a mustache!

So who's talking about her?







The poor girl is so upset, she is about to do something terrible! She is about to commit suicide!

By throwing herself underneath a subway train?

No, by going inside a subway train! At night, the only subway riders are either muggers or victims!



I want to take you back to my kingdom and marry you!

No, because you're rich and one day you will be the king!

But I'm so goofy that within a few years, I'll completely bankrupt the country!

Promises, promises! I've heard that kind of smooth talk before, buster!



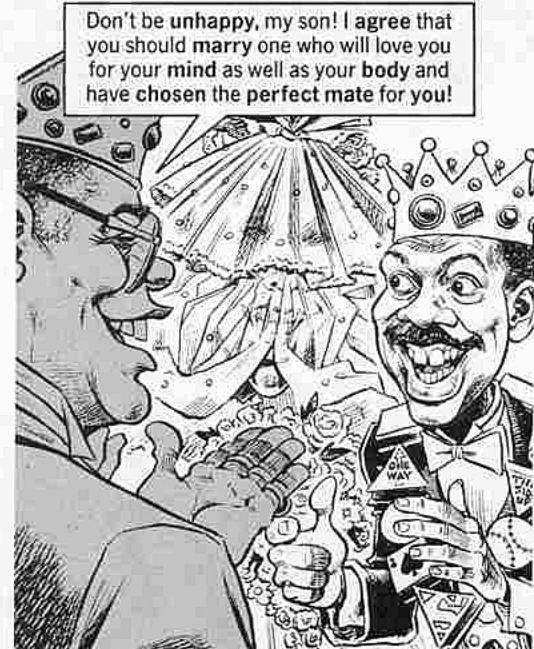
Millions of black people the world over have been waiting very patiently for the prince!

To get married?

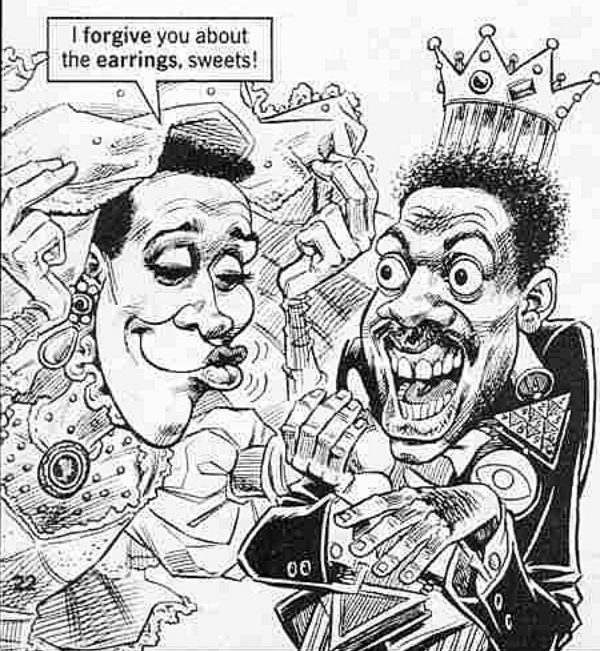
No! To get funny!

I understand that the end of the film comes as a surprise to the audience!

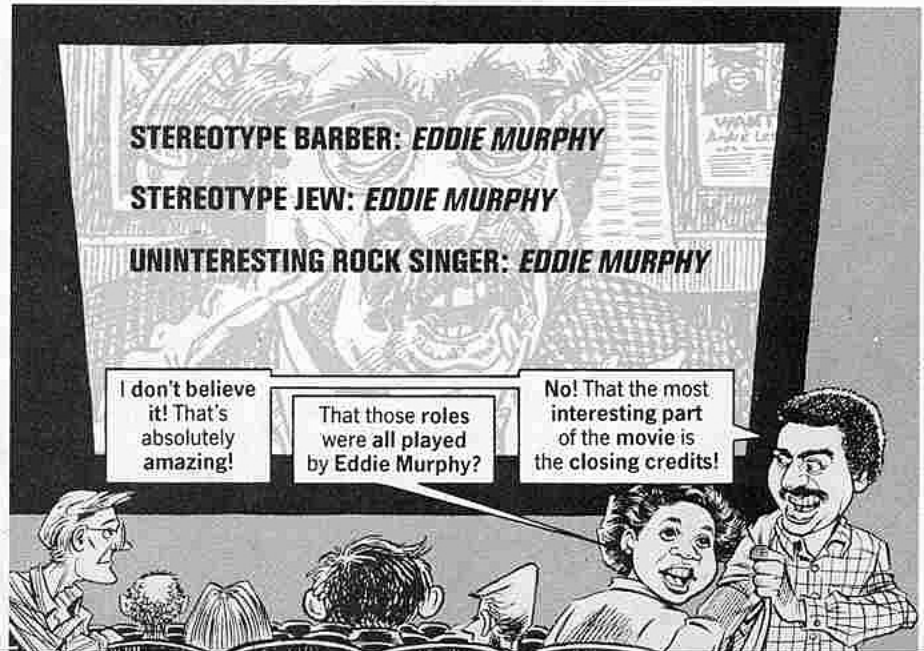
Yeah! They were starting to think it would never end!



Don't be unhappy, my son! I agree that you should marry one who will love you for your mind as well as your body and have chosen the perfect mate for you!



I forgive you about the earrings, sweets!



STEREOTYPE BARBER: EDDIE MURPHY

STEREOTYPE JEW: EDDIE MURPHY

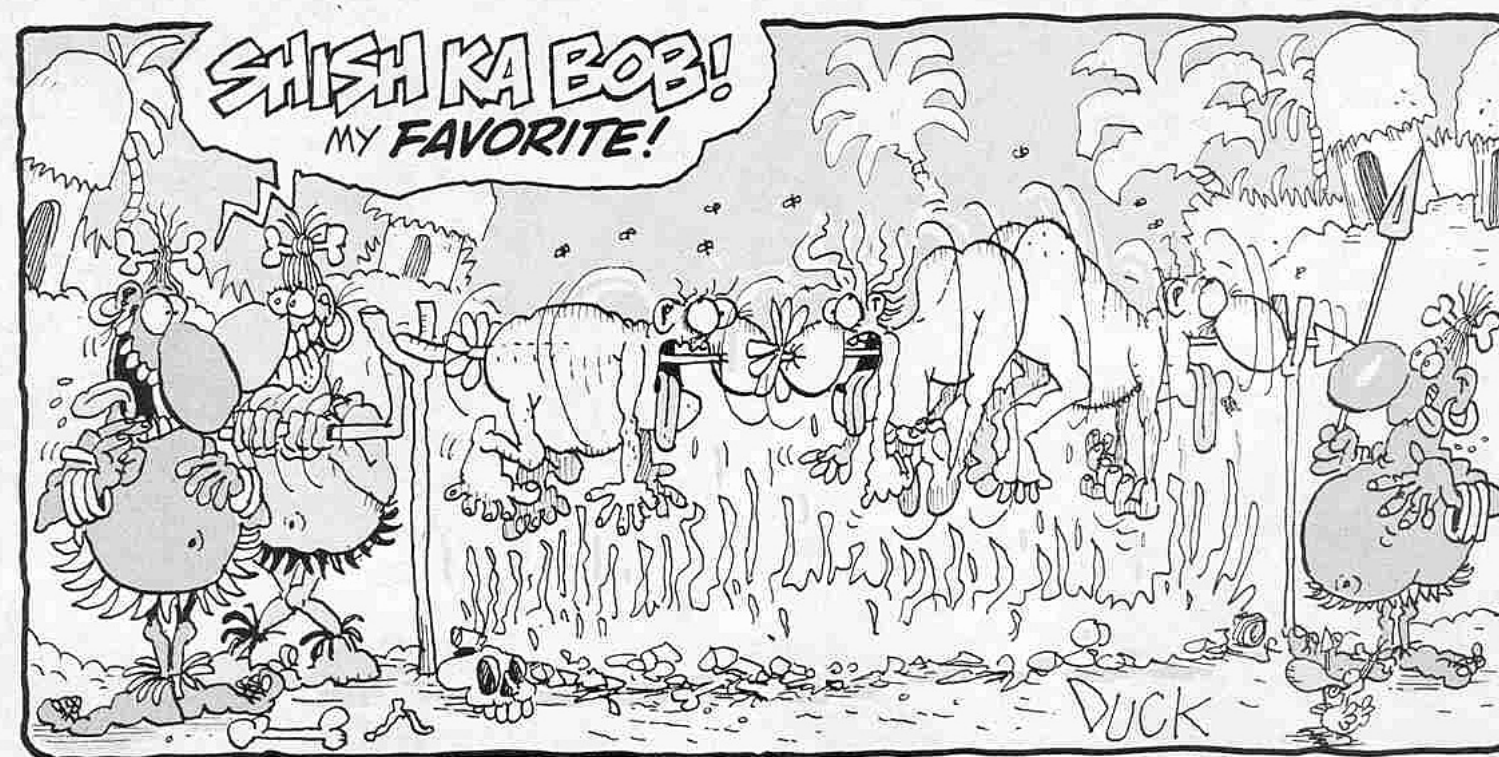
UNINTERESTING ROCK SINGER: EDDIE MURPHY

I don't believe it! That's absolutely amazing!

That those roles were all played by Eddie Murphy?

No! That the most interesting part of the movie is the closing credits!

THE COCKAMAMIE CONGO COOKOUT



CLAUS AND EFFECT DEPARTMENT

THE MAD PEOPLE WATCHER'S GUIDE TO A SHOPPING MALL AT CHRISTMAS

ARTIST: SERGIO ARAGONES

WRITER: MIKE SNIDER

Refuses to believe grandchildren don't want underwear for Christmas.

CREDIT
ACCOUNTING
PERSONNEL

"Nonchalantly" leading her boyfriend past Mink Shoppe window for the 14th time.

Is positive Dad will let him use the Def Leppard album he's buying him.

Ran out of gift ideas; joining "March of the Totally-Stumped" to Hickory Farms of Ohio.

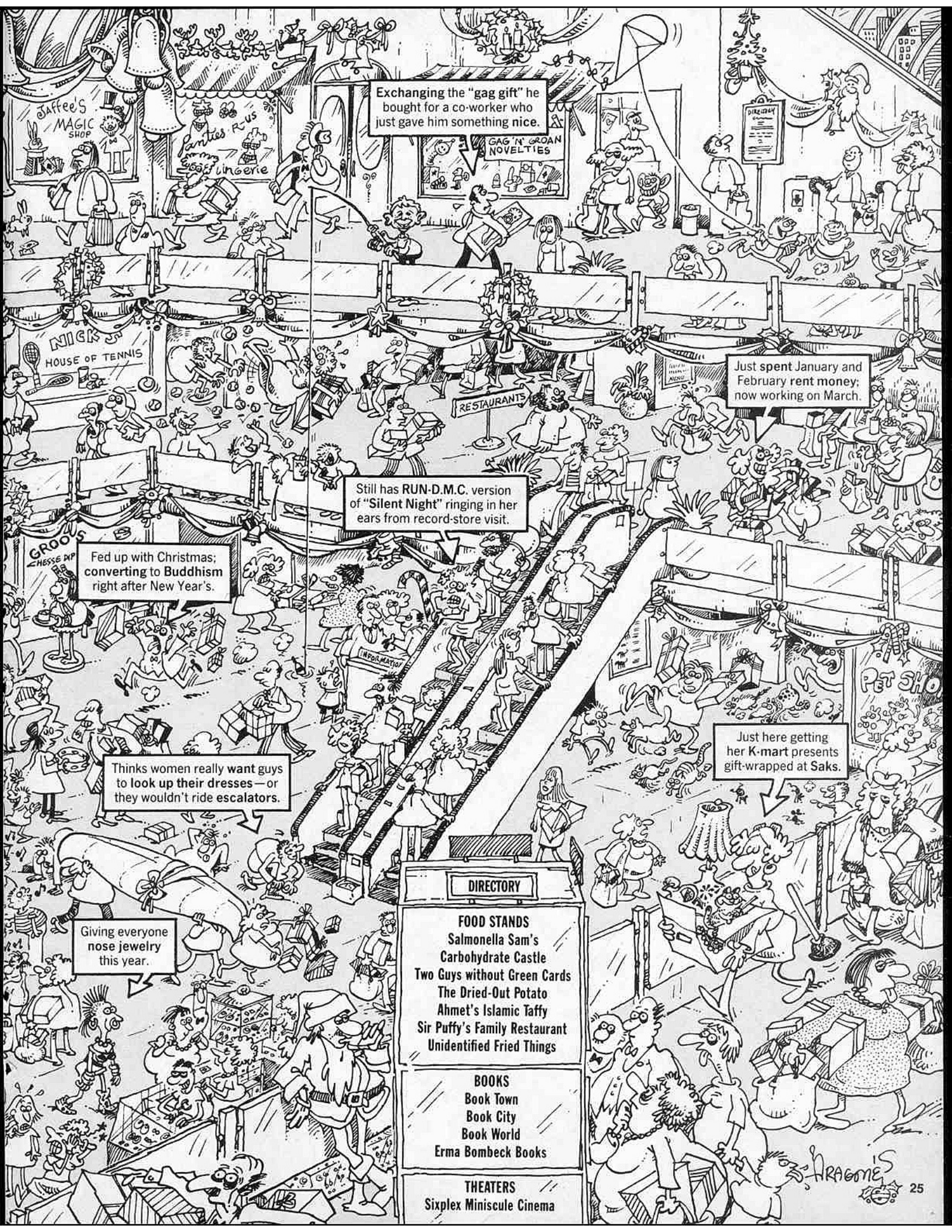
DIRECTORY

GIFTS
House of Garfield Merchandise
Tacklyland
Ye Overpriced Shoppe
Cag 'N' Groan
Velcro World
Wicks 'N' Cheese

CLOTHING
Just Shorts
Pre-Owned Shoes
Ed's House of Polyester

RECORDS
No-Discount Music
Poor Selection Records & Tapes

All know the truth about Santa; just humoring their parents.



Exchanging the "gag gift" he bought for a co-worker who just gave him something nice.

Just spent January and February rent money; now working on March.

Still has RUN-D.M.C. version of "Silent Night" ringing in her ears from record-store visit.

Fed up with Christmas; converting to Buddhism right after New Year's.

Thinks women really want guys to look up their dresses—or they wouldn't ride escalators.

Just here getting her K-mart presents gift-wrapped at Saks.

Giving everyone nose jewelry this year.

DIRECTORY

FOOD STANDS
Salmonella Sam's
Carbohydrate Castle
Two Guys without Green Cards
The Dried-Out Potato
Ahmet's Islamic Taffy
Sir Puffy's Family Restaurant
Unidentified Fried Things

BOOKS
Book Town
Book City
Book World
Erma Bombeck Books

THEATERS
Sixplex Miniscule Cinema

ROCK



BERG'S-EYE VIEW DEPT.

THE LIGHTS

COMMUNICATIONS



IMAGES



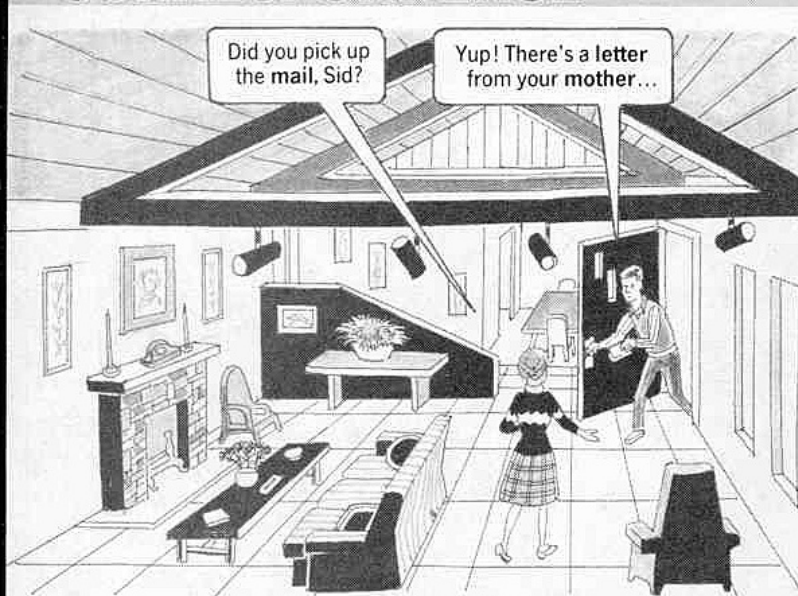
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

MARATHONS



CORRESPONDENCE



PLANNING AHEAD



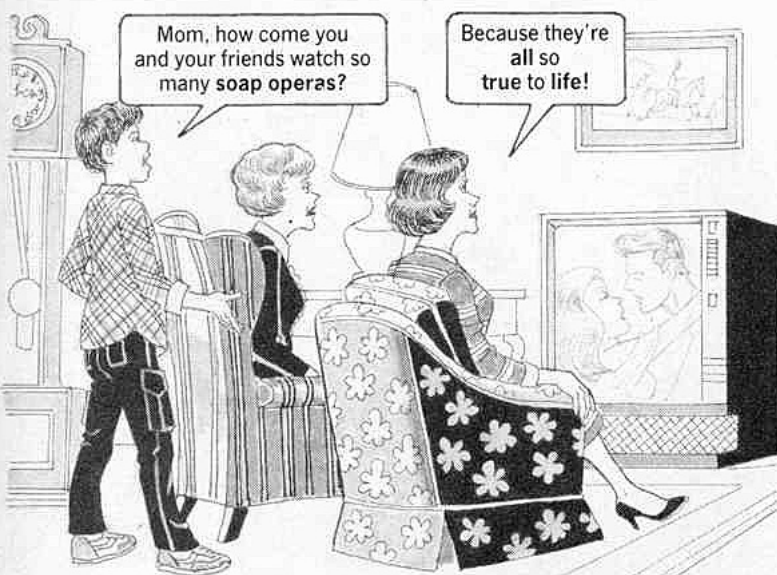
DIETS



FINANCES



TELEVISION



EXHAUSTION



CONTROL



CARS

I've examined your car, Mr. Ficarra, and there's nothing wrong with it...

Hey, that's great, Joe!



...that \$500 wouldn't fix up!



SENIORS

Honey-doll, would you please bring me a nice, tall glass of ice tea?

Gee, Grandpa, I think it's so romantic that after all these years you still call Granny, "Honey-doll"!



To tell the truth, I keep forgetting her first name!

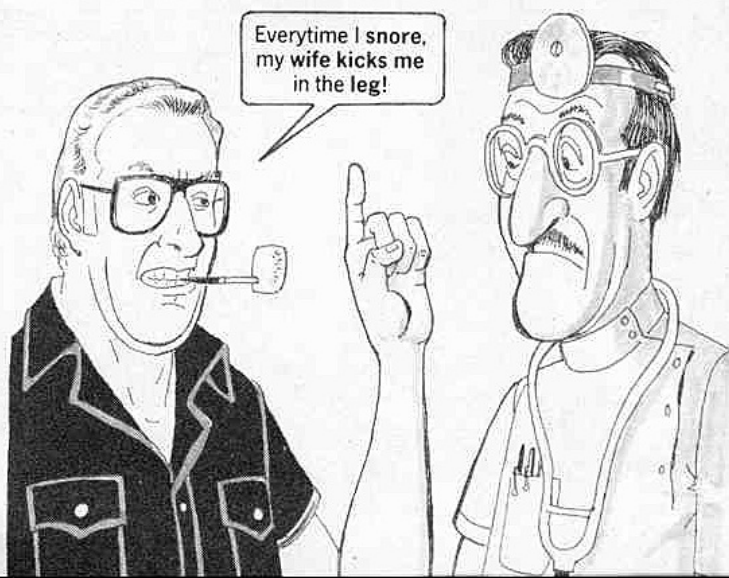


DOCTORS

Doctor, I've got this awful pain in my leg! I think it's caused by my snoring!

That's absolutely ridiculous, Kaputnik! How can that be?

Everytime I snore, my wife kicks me in the leg!



"Demographics" is a fancy word TV networks and ad men use to describe who's watching what on television. Demographics provide a statistical breakdown of an audience by age, sex, income level, buying habits and other factors. Demographics, in our opinion, are useless, because they don't break down audiences according to the reasons they're *really* watching a specific show! Demographics is the word we've been using to begin every sentence of this introduction with! Demographics, however, is the *third* word of the title of this article, which we call...

THE REAL DEMOGRAPHICS OF VARIOUS TV AUDIENCES

ARTIST: BOB CLARKE

WRITER: MIKE SNIDER

THE TYPICAL TODAY SHOW AUDIENCE



59%

VCR owners waiting for their tape of last night's Carson and Letterman shows to rewind

14%

Ex-CBS *Morning Show* hosts

11%

Rock musicians just coming down off their drugs

8%

People who like complex social issues boiled down into 1½-minute segments

6%

Day workers watching Dr. Art Ulene for the latest trendy disease to call in sick with

1%

Women about to drop dead from excitement when Willard Scott announces their 100th birthday on the air

1%

People still asleep who thought they were turning on the microwave

THE TYPICAL DAYS AND NIGHTS OF MOLLY DODD AUDIENCE



67%

TV Critics

12%

Regular viewers of whatever show the network "bumped" that week to try out a new time-slot

10%

Guys who have been hooked on Blair Brown since her nude scenes in the movie *Altered States*

6%

Flashback and "fantasy-sequence" fanatics

3%

Divorced, unstable and insecure women trying to convince themselves that they're normal

2%

People who've waited years for another funny elevator operator to show up on TV



THE TYPICAL *FAMILY TIES* AUDIENCE

27%
Pudgy blonde
girls who don't
talk much

22%
Ex-*Cosby* Show
viewers who want
slightly less
"preaching" in
their sitcoms

19%
Mallory
"wanna-be's"



17%
Skippy
"wanna-be's"

13%
Childless couples
looking for good
reasons to stay
childless

2%
"Ubu" devotees

THE TYPICAL *MIAMI*

39%
Drug dealers
seeking current
fashion tips

26%
Yuppie airheads
seeking current
fashion tips



THE TYPICAL *FACTS OF LIFE* AUDIENCE

37%
Other
unsuccessful
dieters

29%
People who
haven't seen the
old sitcoms these
jokes were
lifted from

11%
Girls with
nicknames that
make "Tootie"
seem dignified



10%
Folks who
haven't noticed
that these girls
have been going
to school for
10 years

7%
Cellulite freaks

6%
TV viewers who
think most sit-
coms don't use
their laugh-
tracks enough

24%
People who used
to watch *Dynasty*
before that cheap
"Moldavia" stunt

19%
Horny college
guys hoping for a
glimpse of
Victoria
Principal's thighs

18%
Upwardly mobile
corporate back-
stabbers looking
for pointers

15%
Total losers who
look up to Cliff
Barnes

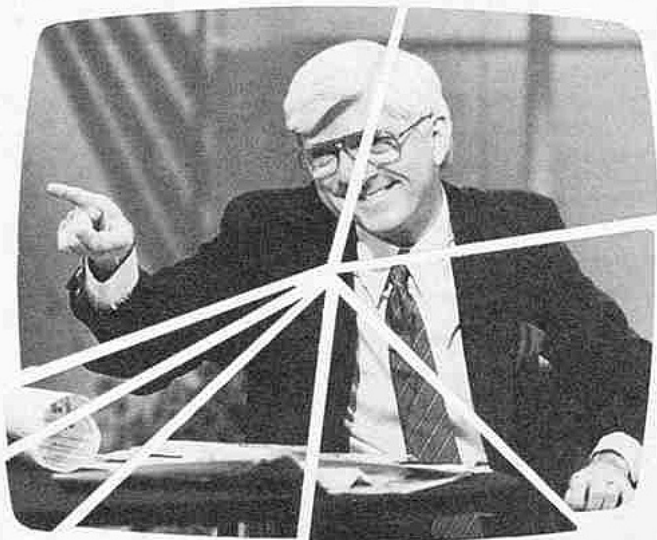


THE TYPICAL *PHIL DONAHUE* AUDIENCE

34%
Surrogate
mothers

20%
Neurotics
catching up on
problems they
don't know they
have yet

18%
Guys with a thing
for fat, dumpy
housewives
spouting clichés
in studio
audiences



12%
Women who
"love too much"

10%
Men afraid of
"expressing their
feminine side"

4%
People who enjoy
interrupting
others

2%
People sick of
game shows and
soaps who never
thought of turn-
ing off the TV

THE TYPICAL *THIRTY*

99%
Yuppies



VICE AUDIENCE



17%
Car-crash
junkies

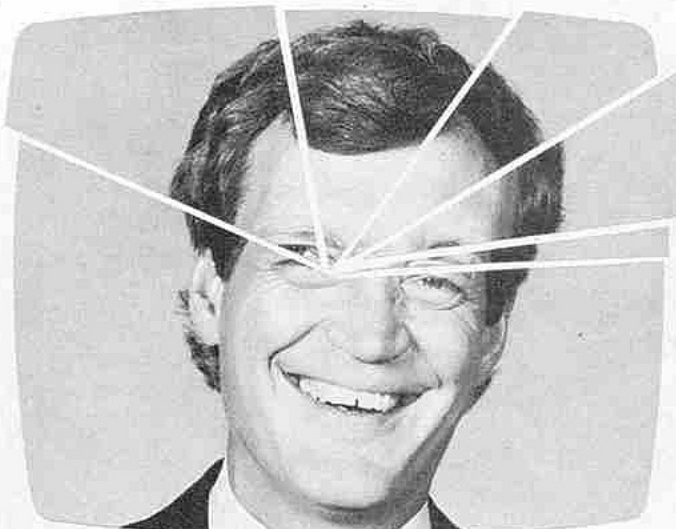
12%
People with the
ability to tolerate
Don Johnson

6%
Real vice cops
laughing their
heads off

56%
People whose
TVs are still
tuned to NBC
because they fell
asleep after
Johnny Carson's
monologue

15%
Muggers and
burglars getting
ready for work

THE TYPICAL LATE NIGHT WITH DAVID LETTERMAN AUDIENCE



12%
Sleep-deprived
night-shift work-
ers who'll laugh
at anything

8%
Stupid pets

8%
Other talk show
hosts wondering
how this jerk got
to be so big

1%
NBC lawyers

LLAS AUDIENCE



12%
Dowdy house-
wives who regard
Miss Ellie as a
"fashion
goddess"

8%
Militant anti-
smokers who'll
watch anything
Larry Hagman
is on

4%
Teenage guys
pretending to be
great *Dallas* fans
so they won't
have to admit
they can't get a
Friday-night date

41%
Near-sighted
Webster viewers
wondering why
Emmanuel Lewis
got so hairy

35%
Apprentice
Muppeteers

9%
Members of the
ASPIC (American
Society for the
Prevention of
Ingestion of Cats)

THE TYPICAL ALF AUDIENCE



8%
Child actors won-
dering if they'd
be better off
emulating Brian
...or Alf

7%
Toy and doll
makers wonder-
ing what they
can license Alf
as next

SOMETHING AUDIENCE



1%
Stand-up comics
working on Yup-
pie material

44%
Corporate
executives
worried that
Mike Wallace
has "found
them out"

32%
Football fans too
drunk to get up
to change the
channel after the
CBS Game of the Week

THE TYPICAL 60 MINUTES AUDIENCE



13%
People who mis-
takenly believe
Andy Rooney
is funny

8%
Nerdy guys who
think they'd
stand a real shot
with Diane Saw-
yer if the lighting
was "just right"

3%
Morley Safer
groupies

You know what gets our dander up? The fact that so few people know the meaning of the word dander! We're also bothered by the fact that every front page or TV newscast we see these days is littered with stories about unethical behavior in politics, sports, religion and business. We honest, decent and moral folks at MAD are worried that it won't be too long until there's nobody left in the spotlight except sleazy crooks and corrupt con men! Here's what a typical daily newspaper may look like...

WHEN SCANDALS COMPLETELY TAKE OVER THE NEWS

ARTIST: AL JAFFEE

WRITER: TOM KOCH

"All the News You'd Rather Not Read"

The Daily Scandal

Today's Weather:
Under investigation.

VOL. MCBOLLIX... No. 47,356

FRIDAY, NOVEMBER 4, 1997

50 CENTS

Both Teams Try to Throw NCAA Basketball Final

MOB SCUZBAG

WHEELING, WV.—In what first appeared to be a great defensive battle, Western South Dakota won the NCAA basketball championship last night by defeating Southern West Virginia, 1-0. It was later discovered that the low score occurred because both teams had accepted large bribes from professional gamblers to lose the game.

Dakota's Slats McGoen, who sank the winning free throw by accident, was dragged from the locker room by thugs after the game. Local police officials (who are currently under indictment for being on the mob's payroll) say they have no plans to launch a massive hunt for McGoen or the large black sedan witnesses say a group of four dark-suited men dragged his unconscious body into following a brief, subdued and very quiet victory celebration in Western South Dakota's locker room. (See THUGS on p. 97)



Western South Dakota Forward Slats McGoen shown following last night's 1-0 victory over Southern West Virginia.

NOMINATED TO SUPREME COURT

WASHINGTON, DC—Joseph ("Sewer Rat") Gumbo was today named the new Chief Justice of the Supreme Court, adding fuel to rumors that organized crime has succeeded in buying off a number of key government officials.

The reports of favoritism were heatedly denied by White House Press Secretary Antonio ("Tubby Tony") Sherezky, in his first press briefing since being paroled from Leavenworth. Said Sherezky, "Mr. Gumbo will make a helluva good judge on account of he don't take no lip off shyster lawyers, some of which will wind up with broken knee caps if they try to (See CORRUPT on p. 99)

Undetected Prune Juice May Have Aided Runner



DETROIT, MI.—Track star Eammon Swiftling, who ran the mile in three minutes flat at yesterday's Millstone Games, may simply have been making a mad dash for the men's room when he clocked the record time. A partially empty bottle of prune juice was later found in Swiftling's locker.

An A.A.U. official said that all runners are tested for drugs and steroids, but not for "natural" foods or beverages such as prune juice. The official declined to comment on another report that Burl Floomis, who long-jumped an amazing 31 feet at the games, may have been aided by crushed jalapeño peppers concealed inside his shorts.

Suspected runner Eammon Swiftling, immediately following record-breaking three-minute mile at the Millstone Games.

1981 EXAM CHEATING BLAMED FOR PILOT GOOF

SHAW AFB, SC.—Cheating on the 1981 final exams at the U.S. Air Force Academy was the apparent cause of a recent mistaken delivery of Nicaraguan military supplies to northern Canada.

An investigating official, Gen. Bradley Omar, said that all the pilots on the mission earned their wings after passing Geography 101 with stolen test answers. As a result, they thought that Nicaragua was somewhere near the North Pole.

The general, who confided that he also cheated on exams to graduate from the Academy after failing as a supermarket bag boy in civilian life, (See CHEAT on p. 145)

TV Station Bribed Viewers to Watch

SHEDLOW, NB.—Officials of local TV station WTTT today revealed that they were able to triple their ratings by paying bribes to families that participate in the Nielsen Ratings survey. Said Station Manager and former embezzler Boobing Tuber, "We decided to take a direct approach after we found that no amount of legitimate promotion would make the public watch our junky programs."

The ratings people became suspicious of the latest survey results when WTTT beat out "The Cosby Show" and "A Different World" with a rerun of "Seahunt" that Lloyd Bridges didn't even appear in.

Nielsen officials said they would let the results stand, however, after they were seen leaving a meeting with Tuber carrying several large satchels filled with what appeared to be cash.

Rock Stars Ship Toxic Waste to African Famine Victims

LOS ANGELES, CA.—The nation's 83 richest rock musicians have issued a joint statement admitting that they used an Ethiopian famine relief drive as a front for shipping 40,000 tons of toxic waste to Africa.

The famed humanitarians said they originally planned to fly food to the starving, but couldn't resist the temptation to substitute acid sludge after receiving a huge illegal payment from the American Chemical Goop Co. The musicians said they will

atone for their misdeed by recording a new song, "We Are the Worst," and dropping the money earned from the record's sales into a Third World country to be chosen at random.

Confidential sources, however, report that plans are already underway to filter the projected several million dollars in royalties from "We Are the Worst" through a secret Swiss bank account at the Zermatt National Bank in order to fund the illegal opera. (See SCAM on p. 102)

PORNO FILM WINS OSCARS; VOTING PROBE PLANNED



Movie producer Lowe Lee Wormser and friend accepting the Oscar for best picture at last night's Academy Awards ceremony.

HOLLYWOOD, CA.—The accounting firm of Lice-Watermouse today launched a study of Academy Award voting procedures, following a memorable Oscar night in which the sleazy porno flick "Depraved Dallas Baton Twirlers" took top honors.

The film was named Best Picture of the year, in addition to winning Oscars for Best Costumes (even though nobody in the film wore any) and Best Script Written in Pencil on Three-Hole Looseleaf Paper. It is also believed to be the only film shot

entirely on VHS to ever win an Academy Award.

Producer Lowe Lee Wormser denied actually bribing Academy members to vote for his picture, but he did admit spending \$600,000 on "promotion expenses," which was \$385,000 more than the total cost of making the movie.

Wormser, the former Wall St. stock broker, is best remembered for being found guilty of jury tampering in his 1986 insider trading trial, which involved extortion, bribery and robbery.



**New Supreme Court Chief
Justice Joseph Gumbo.**

Spaced-Out Cops Wound Each Other in Drug Bust

DALLAS, TX.—Two local police officers who were both later found to be high on cocaine shot each other by accident last night while attempting to raid the warehouse of a drug pusher.

Members of an assigned backup unit were unable to supply details, explaining that excessive pot smoking had caused them to show up at the wrong address. It is still unknown whether the officers had planned to sell the cocaine to other corrupt civil servants or keep it for themselves, but it is generally agreed that they were not going to turn it in at the precinct house.

The city's police chief, Victor Lately, said he will order a full investigation as soon as he is released from jail. The chief was recently sentenced to six months for drunken driving after he careened through a bicycle rack at Central High School, where he was scheduled to give a lecture on good citizenship.

ONLY WHEN YOU

...does your student advisor have domestic problems!



...do they have management problems!



ARTIST AND WRITER: PAUL PETER PORGES

...do they start maintenance on your elevators!



...must the supermarket cashier insert a new roll of register tape!



'RE IN A HURRY...

...is your breakfast piping hot!



...do they break in new help!

HERE'S HOW YOU **CANCEL THE CODE 40--**
PUNCH IN THE FRIES, ADD THE TAX,
RING CASH DRAW #3 'CAUSE CANDACE
IS ON #2 UNTIL SHARKY GETS BACK...



...does your rich uncle call you long distance!

...AND CHIP, **HERE'S WHAT**
I WANT YOU TO DO WITH
MY TENNIS TROPHIES...

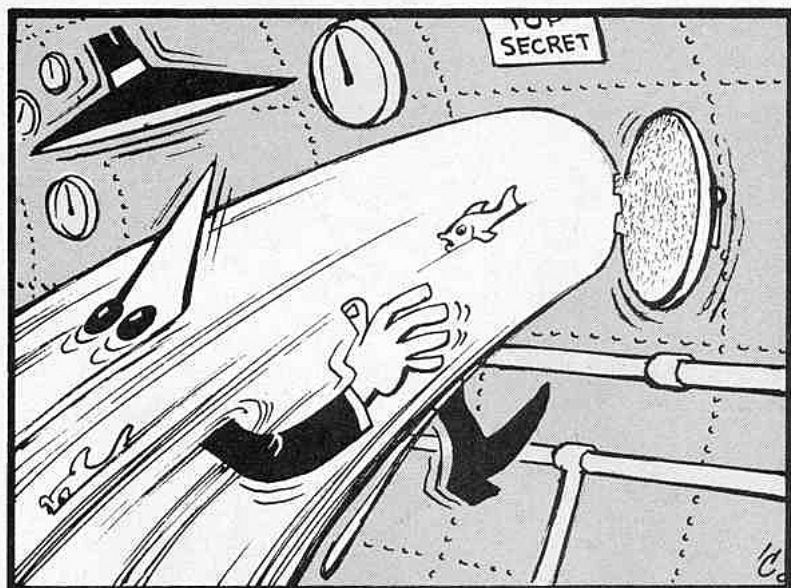
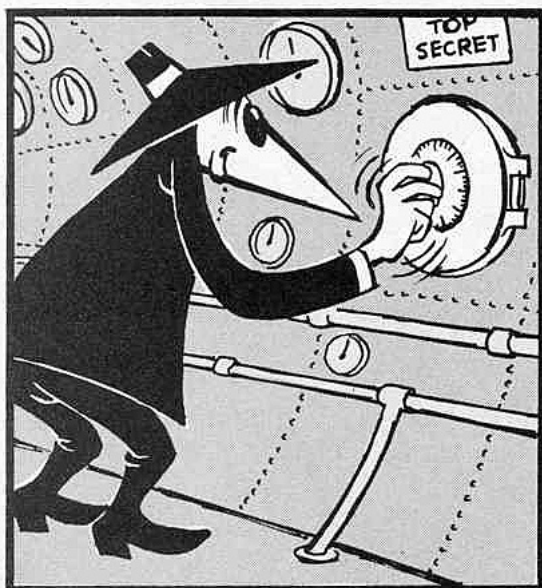
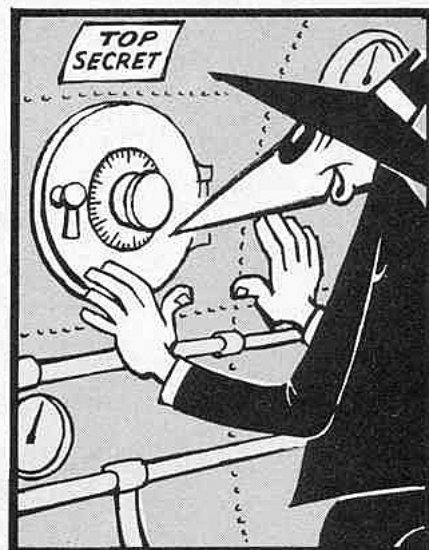
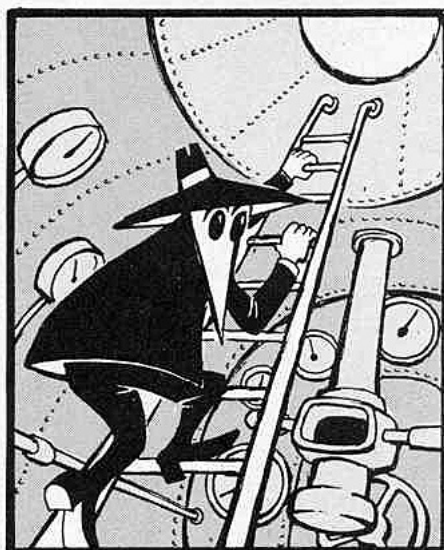
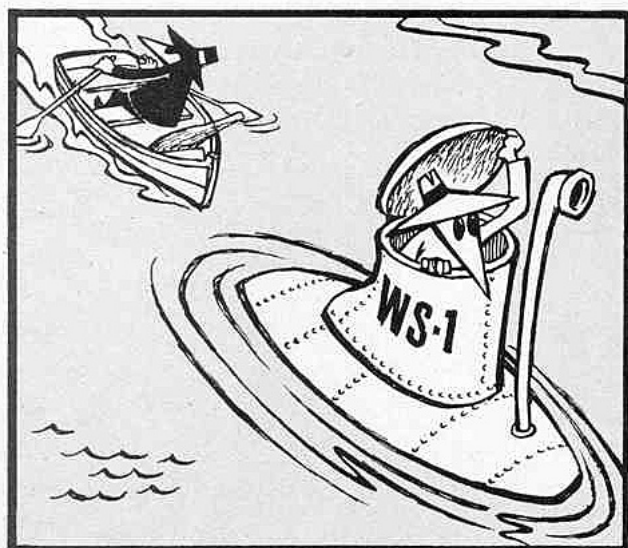


...do you have to wait for a salesman to finish checking out his orders!

LET ME GET THIS **STRAIGHT--**
IS THAT 48 GROSS AT \$60 OR
60 GROSS AT \$48? OKAY!
NOW, LISTEN SWEETIE, IS THAT
MODEL #5, SIZE 6
OR MODEL #6 SIZE 5?

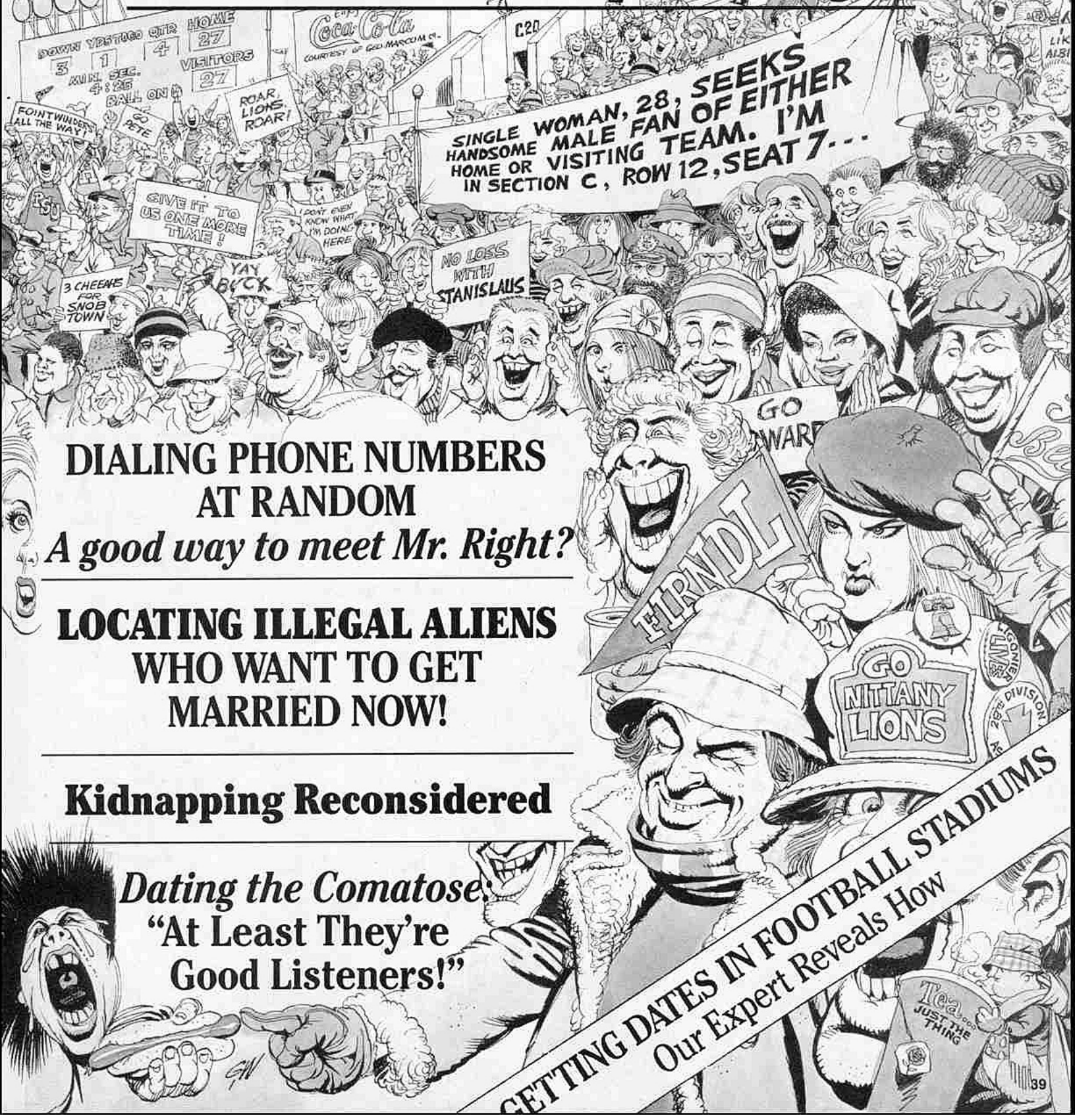


SPY VS SPY



THE LAST RESORT

The Newsletter for Desperate Singles



**DIALING PHONE NUMBERS
AT RANDOM**

A good way to meet Mr. Right?

**LOCATING ILLEGAL ALIENS
WHO WANT TO GET
MARRIED NOW!**

Kidnapping Reconsidered

*Dating the Comatose:
"At Least They're
Good Listeners!"*

GETTING DATES IN FOOTBALL STADIUMS
Our Expert Reveals How

**When you want to be happy
that no one cares about you...**

SONGS FOR SINGLES



Madonna:
Crazy for Me!

Tiffany:
I Think I'm Alone Now!

Sting:
I'll Be Together!

Whitney Houston:
Didn't / Almost Have It All!

Listening to love songs when you're home alone on a Friday night can be pretty depressing, right? Not any more! Now there's *Songs for Singles*, a deluxe 4-record set of love songs specially re-written for singles!

Enjoy These Self-Centered Hits

I Just Called to Say I Love Me — Stevie Wonder • I Light Up My Life — Debbie Boone • I Just Can't Stop Loving Me — Michael Jackson • plus that chart-busting golden oldie, I Got Me, Babe!

To Order

Send \$29.95 to
SOLO MUSIC
Box 45, Allbymyself, PA
(Allow 60 to 80 weeks for delivery)

HOW TO WRITE A PERSONAL AD

Trying to attract a partner by placing a personal ad can be tricky. While honesty is the best policy, if you describe yourself too accurately, odds are no one will want to meet a loser like you. The following feature demonstrates how the creative use of words and phrases can make the painful reality of your empty life sound attractive and exciting!

THIS IS ED STICKYSTUFF, a retired egg maintenance man from Warwick, Vermont. Recently he sent us the following personal ad:

Bed-ridden gentleman, 59, killed my first spouse, look like a horse, suffer from narcolepsy, seeking lady who thinks women shouldn't be allowed to vote, 35-50, to wait on me hand and foot. BOX LR25.

Pretty repulsive, huh! But after changing a few key words, Ed's ad now makes him sound like a pretty appealing guy!

Mature gentleman, 59, widower, stable, with dreamy personality, seeking lady with traditional values, 35-50, for good times together. BOX LR25.



MILDRED THICKENING, an unemployed grease taster from Butte, Montana, ran her ad for over a year without getting a single response:

Recent prison escapee, Devil worshiper, 30, lives in a basement, is border-line psychotic, seeks gullible male, 28+, who won't notice when I steal from him. Photo, phone, a must. BOX LR13.

Once again, simply by substituting some new words, Mildred's ad now pulls in dozens of eager responses every day!

Savvy woman, enchantress, 30, down to earth, out-going, seeks trusting male, 28+, financially secure. Photo, phone, please. BOX LR13.

SINGLES COAL MINE



SINGLES FUNERAL PARLOR



ARTIST: GEORGE WOODBRIDGE

SINGLES TOLL BOOTH



WRITERS: JOE RAIOLA AND CHARLIE KADAU

THE LAST RESORT DATING SERVICE APPLICATION

NAME _____ SEX (check one) M ☐ F ☐ R ☐ V ☐ K ☐
 AGE _____ HEIGHT _____ WEIGHT _____

Okay, now give us your real age, height and weight _____

What other ways have you tried to meet members of the opposite sex in the past year? (Circle all that apply.)

Singles bars
Breaking and entering

Skywriting
Getting married

Running into the street and
shouting "AhhGiddyba, giddyba!"

PART I—ATTITUDE PROFILE

Read each statement and choose the response which most clearly indicates how you feel. Check the corresponding box if you:

☐ 1 Strongly Agree ☐ 2 Agree ☐ 3 Are Uncertain ☐ 4 Disagree ☐ 5 Strongly Disagree

1 2 3 4 5

- ☐ ☐ ☐ ☐ ☐ 1. I would pay money to see a singing mule.
☐ ☐ ☐ ☐ ☐ 2. I get defensive when people hurl things at me.
☐ ☐ ☐ ☐ ☐ 3. If displayed properly, wood shavings can be decorative.
☐ ☐ ☐ ☐ ☐ 4. Nothing matters but me.
☐ ☐ ☐ ☐ ☐ 5. It's okay to use your dentures as castinets at parties.
☐ ☐ ☐ ☐ ☐ 6. The way to a man's heart is through his chest.
☐ ☐ ☐ ☐ ☐ 7. One can never know enough about fungus.
☐ ☐ ☐ ☐ ☐ 8. At operas, I always giggle when the lady in the viking helmet comes on.

1 2 3 4 5

- ☐ ☐ ☐ ☐ ☐ 9. Shampoo and combs are a waste of money.
☐ ☐ ☐ ☐ ☐ 10. I find it hard to be around people who have personalities.
☐ ☐ ☐ ☐ ☐ 11. It would be a happier world if everyone wore duck costumes.
☐ ☐ ☐ ☐ ☐ 12. You should never take more hostages than you actually need.
☐ ☐ ☐ ☐ ☐ 13. I would purchase a book about saliva if one were available.
☐ ☐ ☐ ☐ ☐ 14. Under the right circumstances I could be a psychopathic killer.
☐ ☐ ☐ ☐ ☐ 15. I have difficulty buttoning things.
☐ ☐ ☐ ☐ ☐ 16. Dick Clark is the Antichrist and must be stopped.

Part II—MULTIPLE CHOICE

(choose what you think is the best answer)

1. Meeting more people and expanding my social life is important because:
 A) I'm boring and everyone who knows me has already found out.
 B) I enjoy ruining other s' lives.
 C) I must recruit more disciples in my quest for world domination.
2. You can usually tell a lot about a person by:
 A) Listening to their opinion of Tommy LaSorda.
 B) Kidnapping their parents.
 C) Standing outside their home day and night for six straight months.
3. The main problem with the singles scene is:
 A) Too much emphasis is put on meeting nice people and being happy.
 B) There aren't enough activities I can bring my pit bull to.
 C) The dark lighting in singles bars hides scar tissue.
4. I am currently:
 A) Single or married, whichever comes first.
 B) Eligible for parole.
 C) Painting my kneecaps in assorted colors.

PART III—LIKES AND DISLIKES

1. Cross out any you will NOT date:
 A) Smokers
 B) Reptiles
 C) Investment bankers
 D) Scrabble cheaters
 E) Animated characters
 F) Ringmasters
2. What are your biggest turn-ons? (Circle all that apply.)
 A) People who chew with their mouths open
 B) Antennas
 C) Removing unwanted hairs
 D) Uninspected poultry
 E) Applying the Heimlich maneuver
 F) Hanging out at drug stores
 G) Unnecessary surgery

When sending in your application, please include a \$100.00 non-refundable processing fee. If we are unable to find a compatible partner for you, you will not hear from us again. **THIS IS OUR GUARANTEE!**

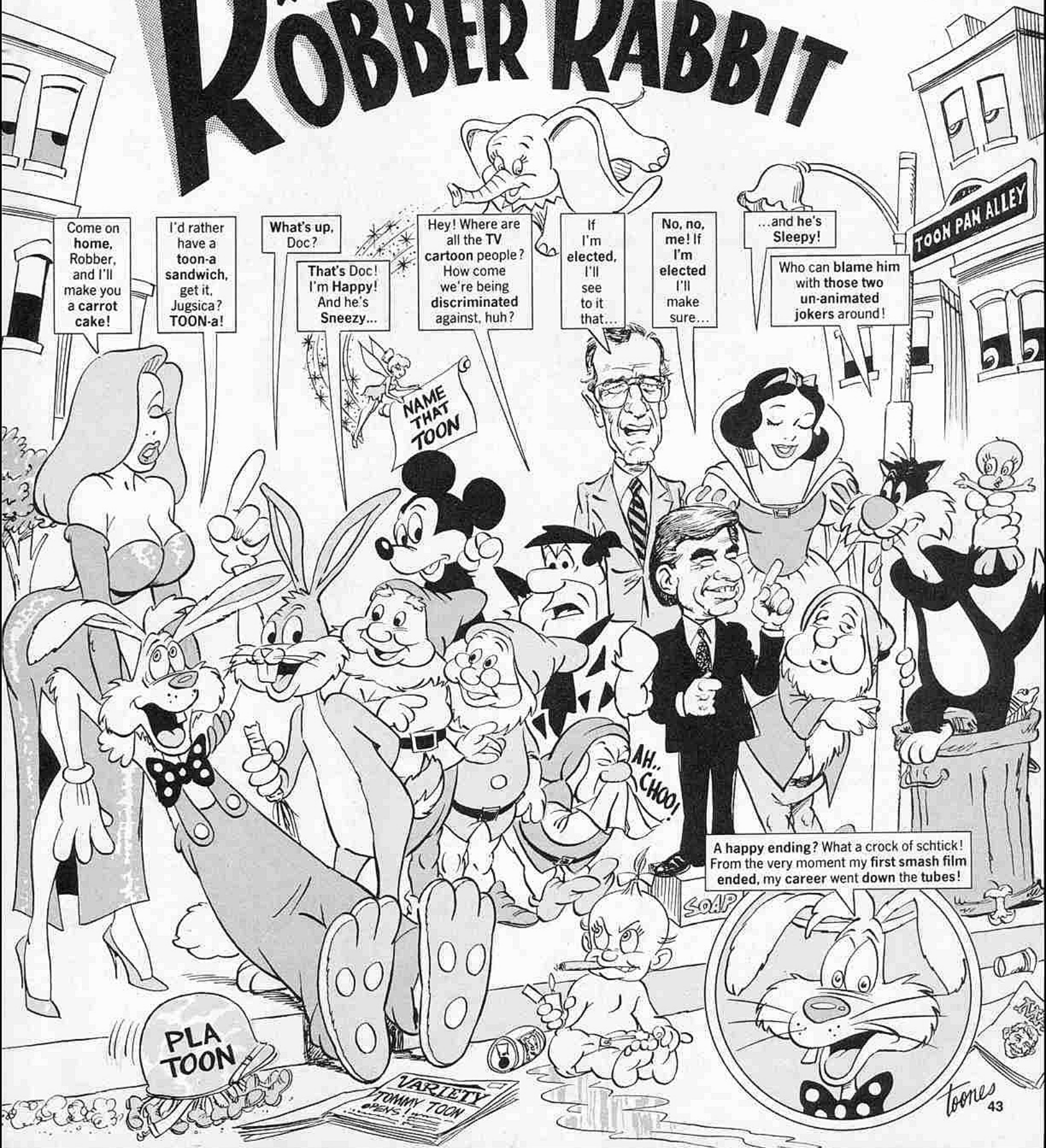
Address _____ City _____
 State _____ Zip _____

When last seen, Robber Rabbit had been cleared of the murder rap! His lovely wife, Jugsica, came back to him! A bright future looms, right? That's what you think! Let's trace Robber's life from the final frame of his first big hit movie and discover...

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

Who de-famed ROBBER RABBIT



Come on home, Robber, and I'll make you a carrot cake!

I'd rather have a toon-a sandwich, get it, Jugsica? TOON-a!

What's up, Doc?

That's Doc! I'm Happy! And he's Sneazy...

Hey! Where are all the TV cartoon people? How come we're being discriminated against, huh?

If I'm elected, I'll see to it that...

No, no, me! If I'm elected I'll make sure...

...and he's Sleepy!

Who can blame him with those two un-animated jokers around!

NAME THAT TOON

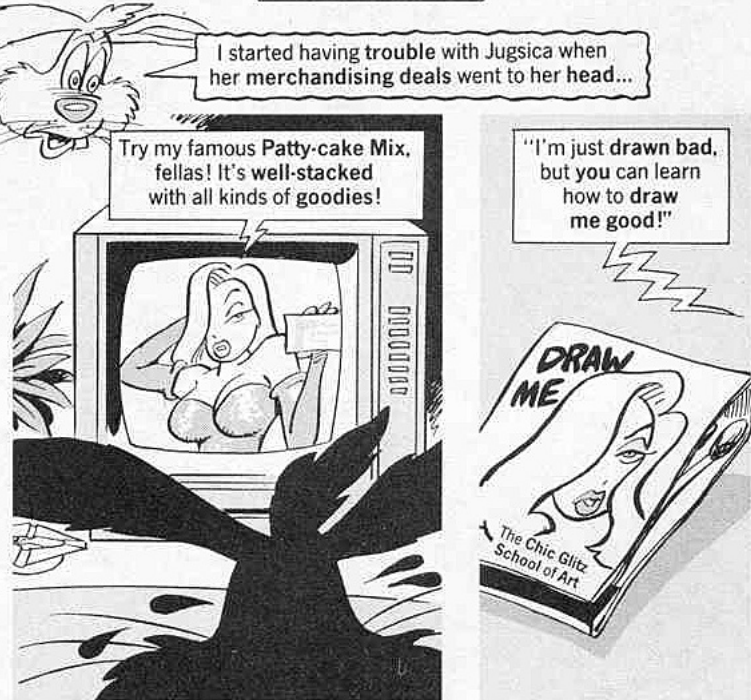
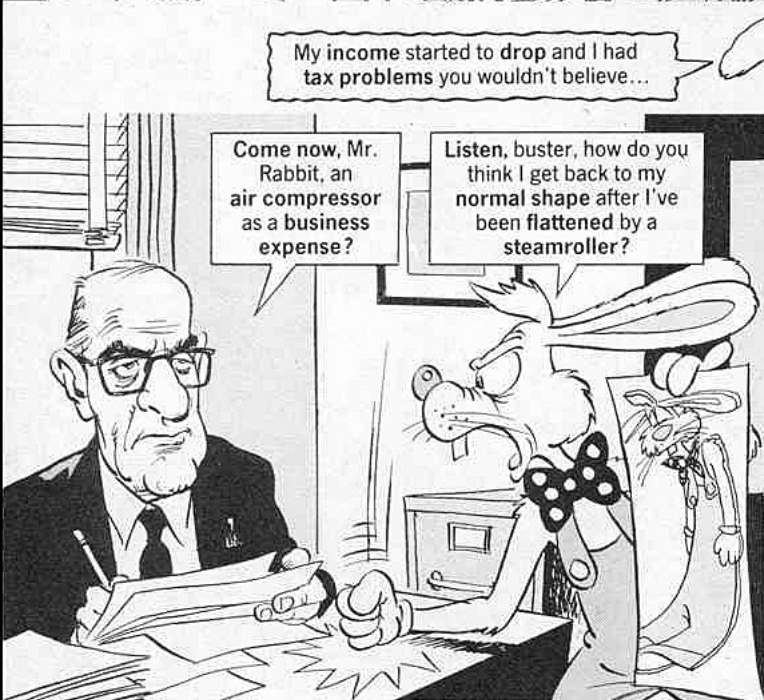
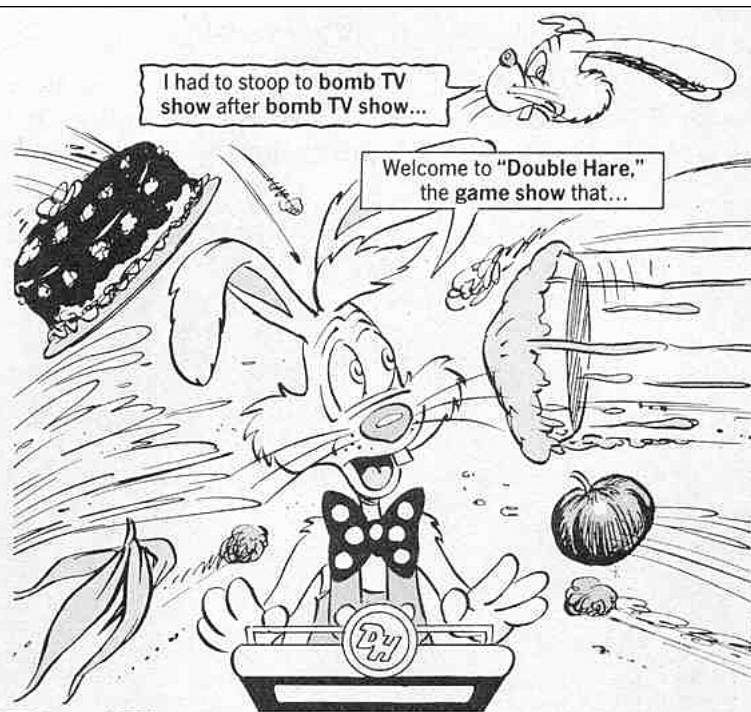
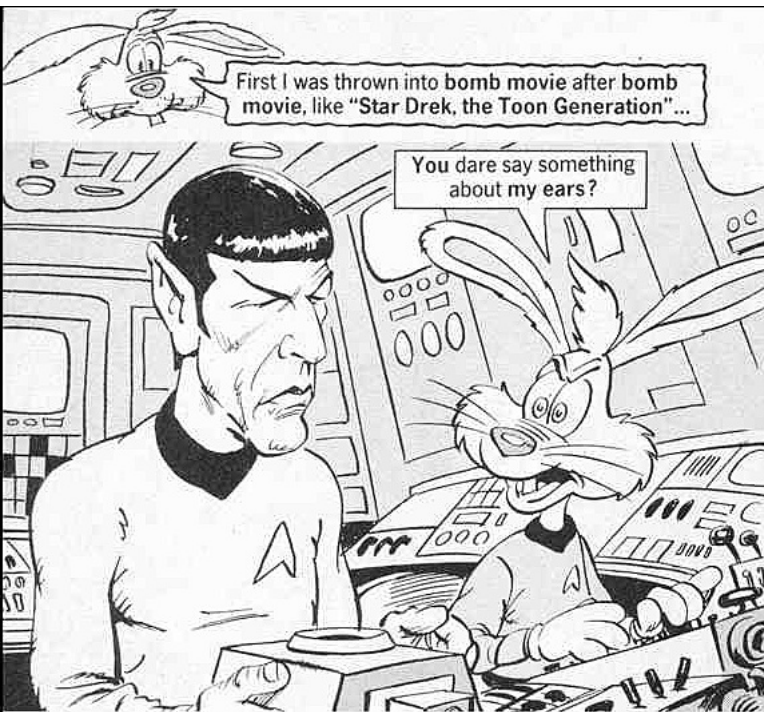
AH... CHOO!

A happy ending? What a crock of schtick! From the very moment my first smash film ended, my career went down the tubes!

PLA TOON

VARIETY
TOMMY TOON
OPENS!

torres 43



Then my best friend Baby Hemroid died from smoking all them cigars...

Another tragedy followed! My best car friend, Bumpie the Toon-Buggy, was totalled in a bizarre accident...

Can you imagine, he was 56 years old and could still play the part of a baby!

If he'd only lived to 75—he might've been able to play a teenager!

What a mess! Poor Bumpie was going north within the legal speed limit, the Road Runner was going south at 600 MPH!

Bumpie didn't even have a chance! No car warranty in the world could save him!

HIGH TOON

And the big lawsuit didn't help my career too much, either...

...not to mention the big ears, the stupid grin, the love of carrots—all my trademarks! I demand 50% of every penny Robber Rabbit ever made!

Buu... buu... but... tha... tha... that's...

Lis... lis... listen to his stuu... stuu... stuttering! He stole tha... tha... that from me! I waa... waa... want the other 50%!

Tha... tha... tha... that's all, folks!

Needless to say, my depression started to show in my work...

Robber, you were supposed to open the door and be surprised!

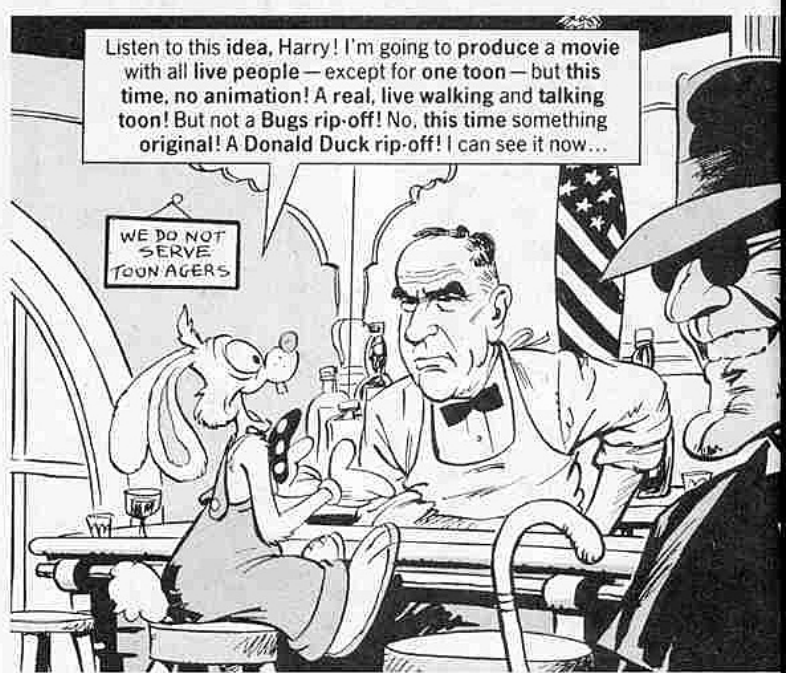
But I did...

You call smashing through one ceiling a surprise? You used to be able to go through six ceilings for a joke!

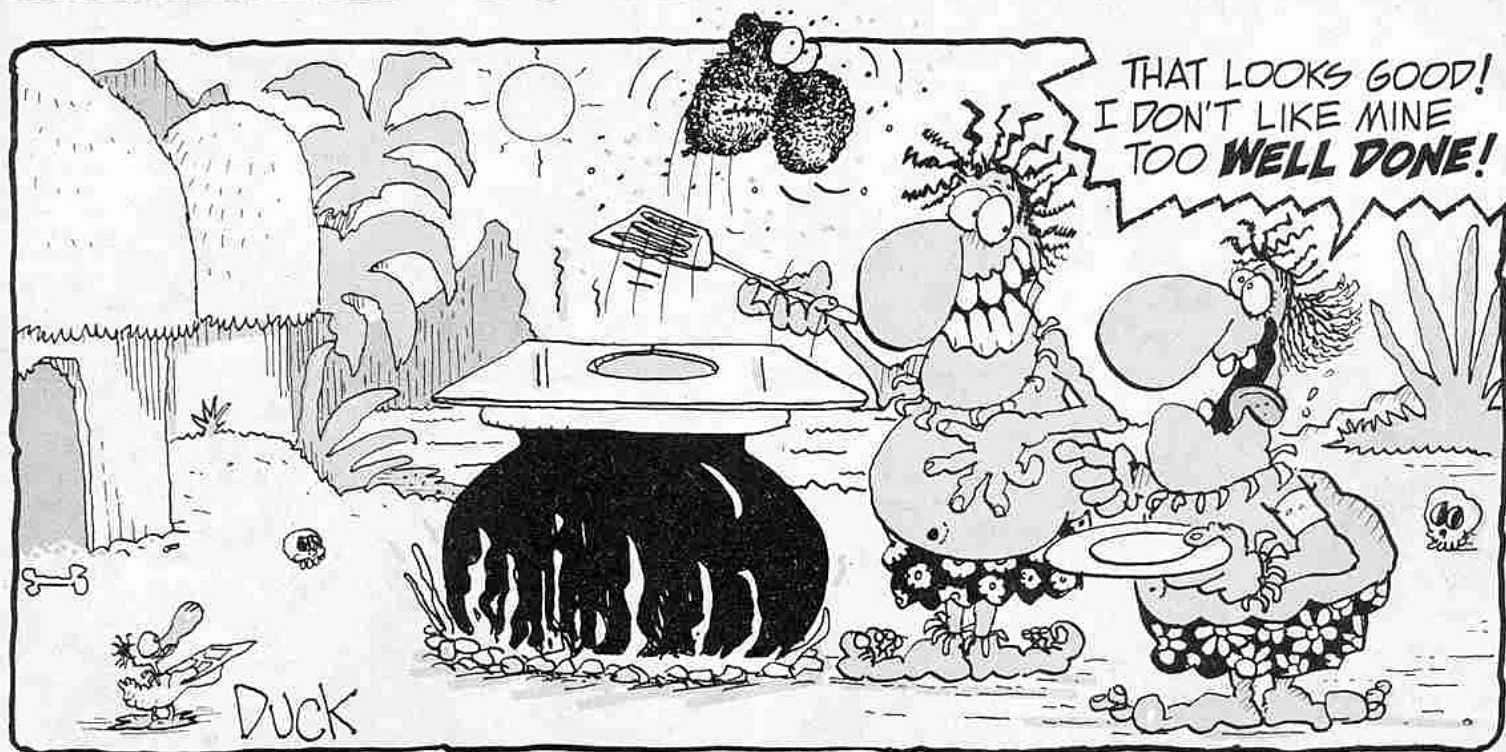
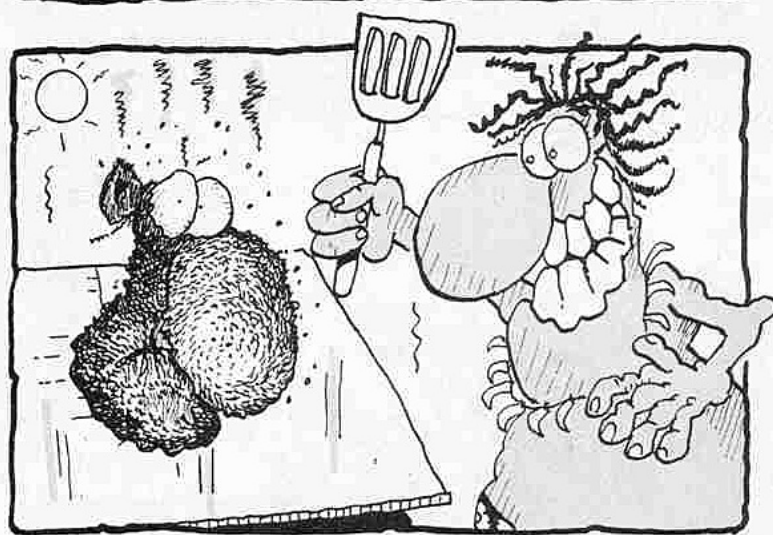
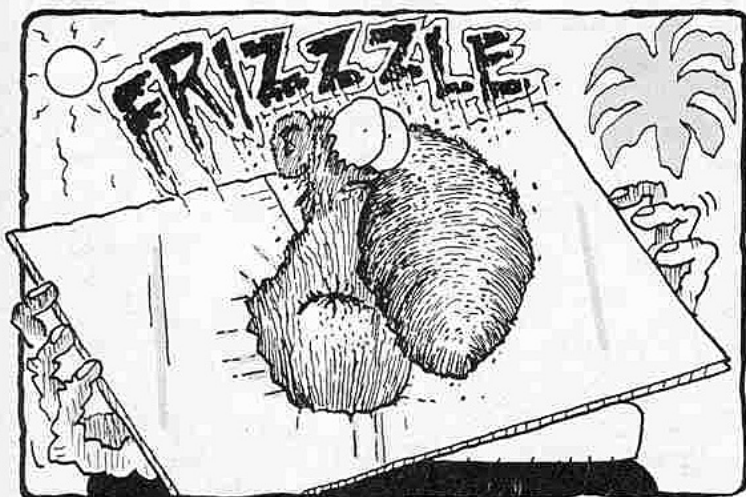
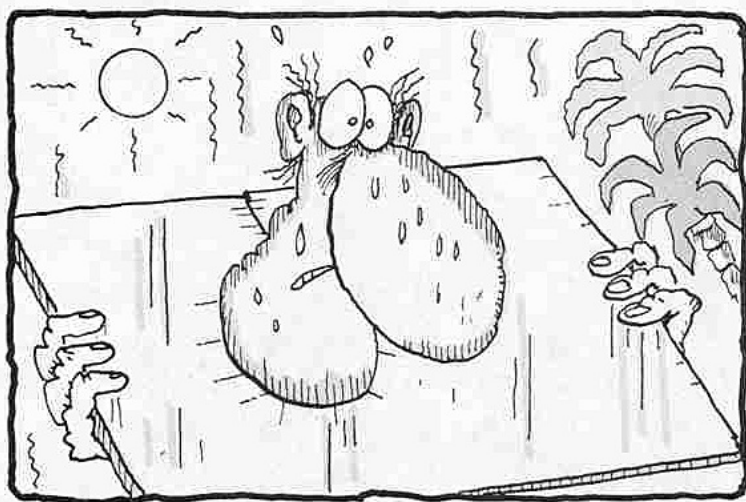
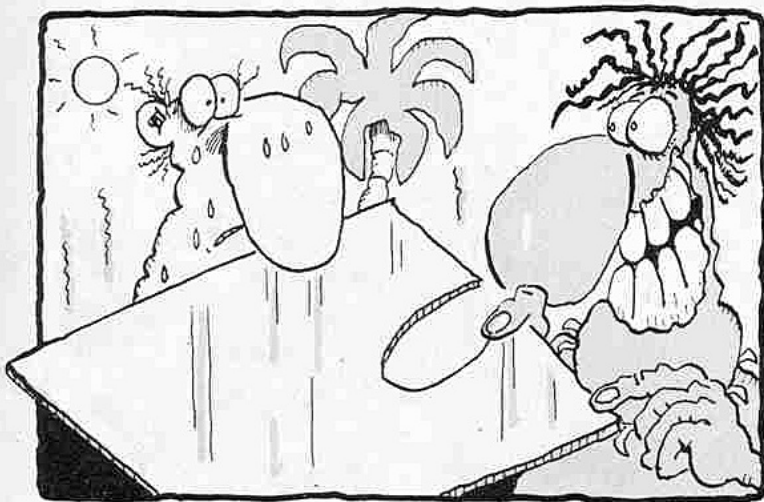
But the final blow was when Rhonda, our only child, decided to cash in on the popular trend and write a scathing, totally untrue book about her childhood...

BUNNY DEAREST
A HARE-RAISING SHOCKER

by Rhonda Rabbit



THE SIZZLING SOUTH SEAS SUPPER



MAD'S Christmas Believe It or Nuts!

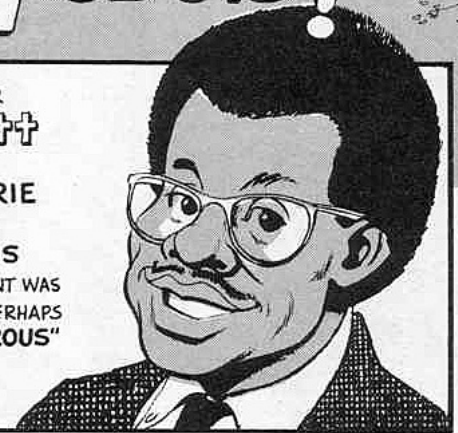
ARTIST: BOB CLARKE

WRITER: DICK DEBARTOLO



AT THE **ALLIED RUST COMPANY** CHRISTMAS PARTY,
ALL THE EMPLOYEES
STOP **DRINKING** WHEN THEY HAVE ENOUGH... AND
NOT ONE PERSON MAKES A **PASS** AT ANYONE ELSE'S
WIFE, BARFS OR ACTS **STUPID!!**

STOCK BROKER
James Witt
with the firm of
WHITE, WINE & BRIE
ONCE RECEIVED A
CHRISTMAS BONUS
...AND FELT THE AMOUNT WAS
"INDEED FAIR" AND PERHAPS
EVEN "OVERLY GENEROUS"

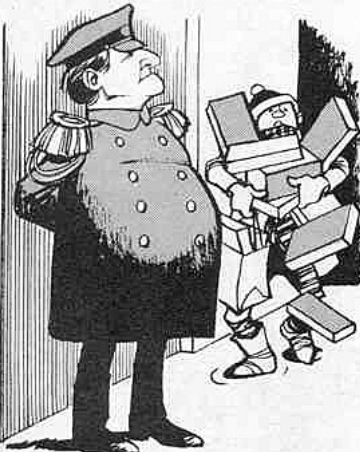


MARILYN
HEMMES

USED HER **CREDIT CARD**
TO PURCHASE A CHRISTMAS
GIFT FOR HER **MOTHER**,
CHANGED HER MIND AND
RETURNED IT FOR **CREDIT**.
SHE **THEN** CHANGED HER
MIND AGAIN AND RE-BOUGHT
THE GIFT...

AND YET, THE CREDIT CARD
COMPANY **DID NOT** SCREW
UP THE **BILLING!**

MICHAEL DAMIANO,
A **DOORMAN** IN GARDEN CITY, L.I.
DOES **NOT** TREAT ANYONE WITH
SPECIAL CARE OR POLITENESS
FOR **ONLY** THE TWO WEEKS
BEFORE **CHRISTMAS!**



HE IS RUDE ALL **52 WEEKS** OF THE
YEAR! ...HE KNOWS TENANTS ARE
STILL TOO AFRAID NOT TO GIVE HIM
A LARGE **CHRISTMAS TIP!**

RETIRED GRANDMOTHER,
Margaret Bongiovanni
AFTER CAREFULLY FOLDING EVERY PIECE
OF USED **CHRISTMAS GIFT WRAPPING**
FOR **59 YEARS**, SHE **ACTUALLY**
REUSED SOME OF IT!

SHE USED IT TO WRAP ALL THE OTHER
TONS OF USED **GIFT WRAPPING**
FOR THE **TRASH COLLECTOR!**



Contrary to Popular Belief...
THE TREE IN **ROCKEFELLER CENTER** IS **NOT** REAL!
...IT'S THE WORLD'S LARGEST **ARTIFICIAL** CHRISTMAS
TREE AND IS STORED THE REST OF THE YEAR ON THE
WORLD'S LARGEST CLOSET SHELF IN THE **RCA BUILDING!**



**WHAT ONE
THING MAKES
LIFE IN THE
FAST LANE
POSSIBLE?**

HERE WE GO AGAIN WITH ANOTHER **MAD FOLD-IN**

Life in the fast lane is very appealing.
To find out what one thing you'll need
to make it there, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD BACK SO "A" MEETS "B"

◀ B

FOLD THIS SECTION OVER LEFT



**RADICALLY DIFFERENT LIFESTYLES ARE EXTREMELY POPULAR
TODAY. ALL HIGH ACHIEVERS ARE ABSOLUTELY
DETERMINED TO LIVE LIKE RICH AND FAMOUS TV AND FILM ACTORS.**

A ►

◀ B

DECISION '88

DUKAKIS?

BUSH?



JUST SAY

NO!



A PUBLIC SERVICE MESSAGE FROM MAD MAGAZINE